

STANDARD and EVIDENCE	PAC 12	Rice University	PGA Golf	Portland Tralblazers	Virtual Sports	POINTS EARNED	SCORING LEGEND
<b>Promotion</b>							1=Meets 0=Does Not Meet *May only earn 1 point per evidence
• Explain the role of promotion as a marketing function							
• Demonstrate/develop minimum of two types of promotion							
• Apply the elements of the promotional mix							
• Identify appropriate types of advertising media for products/services							
• Apply /develop communication channels used in sales promotion							
• Develop types of public-relations activities for products/services							
• Design/develop a promotional plan							
• Determine/identify possible promotional mix							
<b>Total Points</b>							<b>Meets=5</b>
<b>Marketing Information Management</b>							
• Describe the need for marketing information							
• Adhere to basic visual communication principles.							
• Explain the nature of marketing research							
• Identify sources of primary and secondary data							
• Explain types of primary marketing research							
<b>Total Points</b>							<b>Meets=3</b>
<b>Selling</b>							
• Explain the nature and scope of the selling function							
• Include customer service as a component of selling relationships							
• Develop/describe the selling process							
• Identify motivational theories that impact buying behavior							
• Identify how the promotion adheres to business ethics in selling							
<b>Total Points</b>							<b>Meets=3</b>

<b>Market Planning</b>							
•Explain the concept of marketing strategies							
•Explain the concept of market and market identification							
•Select appropriate target markets							
•Explain the nature of marketing planning							
<b>Total Points</b>							<b>Meets=3</b>
<b>Technology</b>							
•Explain ethical and legal behavior regarding software.							
•Integrate use of technology into daily activities.							
•Recognize the implications of emerging technologies.							
<b>Total Points</b>							<b>Meets=2</b>
<b>Communication</b>							
•Use e-mail correctly and appropriately.							
•Deliver and receive information via the Internet (in accordance with company's e-business infrastructure).							
•Use data projectors or other presentation tools.							
<b>Total Points</b>							<b>Meets=2</b>