Alabama CTE

Marketing Principles

Apply knowledge of logistics (distribution) and channel management to manage supply-chain actvities. MKT 1	**A** Explain the nature and scope of channel management and distribution Examples: transportation, storage, buying, shipping, receiving MKT 1A
	B Contrast the functions of retailers, wholesalers, agents, and brokers. MKT 1B
	C Describe the use of technology in channel management and distribution and explain how it affects the cost of products. MKT1C
Gather and share information about the economic environments in which customers function. MKT 2	**A** Examine various economic sysems to determine how each establishes what will be produced, how it will be produced, and for whom it will be produced. MKT 2A
	B Explain how traditional, command, market, and mixed economic systems affect private ownership and the role of government in each economic system. MKT 2B
	C Identify various measurements used to analyze an economy and explain how those measures relate to supply and demand in the marketing process. MKT 2C
Identify concepts, processes, and behaviors associated with successful entreprenuers. MKT 3	**3** Identify concepts, processes, and behaviors associated with successful entreprenuers. MKT 3
Demonstrate knowledge of international business and marketing concepts. MKT 4	**A** Contrast international and domestic business and marketing. MKT 4A
	B Explain why nations and companies engage in international trade. MKT 4B
	C Explain the importance of marketing in a global economy. MKT 4C
	D Identify factors affecting international trade. Examples: culture, political structure, barriers to trade, currency fluctuations, comparative advantage MKT 4D
Explain marketing principles in relation to the free enterprise system and the global tra	**A** Define marketing and explain its role in the economy. MKT 5A
	B Utilize basic marketing terminology. Examples: market segmentation, target marketing, marketing positioning MKT 5B
	:xplain key terms related to the global trade environment. MKT 5C

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Evaluate how the "four P's" of marketing (Product, Price, Place, Promotion) directly impact businesses and the sales process. MKT 6	**6.** **Evaluate how the "four P's" of marketing (Product, Price, Place, Promotion) directly impact businesses and the sales process.** MKT 6
Utilize knowledge of marketing concepts to explain the scope of impact and marketing on the economy. MKT 7	**A** **Explain marketing functions and their related activities.** MKT 7A **B** **Analyze elements of the marketing mix.** MKT 7B **C** **Explain the concepts of a market, market segmentation, and market identification.** MKT 7C **D** **Relate marketing concepts to customers' needs and wants.** MKT 7D
Evaluate and modify business and marketing systems to facilitate business activities. MKT 8	**A** **Describe types of business activities.** MKT 8A **B** **Explain types of business ownership.** MKT 8B **C** **Identify and explain trends and development in marketing.** MKT 8C **D** **Explain the importance of corporate social responsibility (CSR)** MKT 8D
Describe how business and marketing decisions are influenced by marketing information and research. MKT 9	**A** **Explain The nature and scope of the marketing information management function.** MKT 9A **B** **Describe the types of marketing research, including advertising, product, market, and sales, and the differences between quantitative and qualitative data.** MKT 9B **C** **Contrast primary and secondary data.** MKT 9C **D** **Describe data collection methods. Examples: observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners** MKT 9D **E** **Identify trends and limitations in marketing research, including the impact of social media.** MKT 9E
Evaluate pricing strategies in terms of maximizing return and meeting customers' perceptions of value. MKT 10	**A** **Explain the nature and scope of the pricing function.** MKT 10A **B** **Explain factors affecting pricing decisions.** MKT 10B **C** **Distinguish between market share and market position as they relate to pricing.** MKT 10C **D** **Compare and contrast markup, markdown, sale prices, and discount dollars and percentages.** MKT 10D

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	E Explain the impact of product life cycles on marketing decisions. MKT 10E
Employee processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities. MKT 11	**A** Explain the nature and scope of the product/service management function. MKT 11A
	B Explain the concepts of product mix and product/service branding. MKT 11B
	C Identify methods and techniques for generating a product idea. MKT 11C
	D Detail procedures for positioning products and services. MKT 11D
Demonstrate promotional knowledge and skill for communicating information to achieve a desired marketing outcome. MKT 12	**A** Identify the elements of the promotional mix and explain the role of promotion as a marketing function. MKT 12A
	B List and explain promotional channels used to communicate with targeted audiences. MKT 12B
	C Explain and identify the types of advertising and their costs. Examples: social media, print, digital MKT 12C
	D Explain the role of a promotional plan. MKT 12D
Employ effective processes and techniques to sell goods, services, and ideas. MKT 13	**A** Explain the nature and scope of the selling function and the role of marketing as a complement to selling. MKT 13A
	B Explain the nature of sales channels. MKT 13B
	C Analyze product information to identify product features and benefits and their role in selling. MKT 13C
	D Explain the selling process and demonstrate sales techniques. MKT 13D
Integrate written, digital, and verbal messages to achieve effective marketing communications. MKT 14	**14.** Integrate written, digital, and verbal messages to achieve effective marketing communications. MKT 14
Explain the nature and scope of teamwork and human relations. MKT 15	**A** Describe the role of interpersonal skills, networking, and politics in the workplace. MKT 15A
	B Explain the importance of stress management, negotiation, and conflict-resolution skills. MKT 15B
Uti kn	Skip to main content **:xplain the importance of financial planning in business.** MKT 16A

facilitate marketing decisions. MKT 16	**B** **Correlate profit, cash flow, margin, and sales to the financial plan.** MKT 16B
	C **Describe various types of financial records that should be analyzed when making marketing decisions.** MKT 16C
Summarize state and federal laws and regulations associated with marketing. MKT 17	**17.** **Summarize state and federal laws and regulations associated with marketing.** MKT 17