Alabama CTE

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
	C Determining the role e-commerce plays in the marketing of goods and services MKTP5C
	D Assessing the role of government in a free enterprise system MKTP5D
	ınalyzing the use of natural resources and recycling in economic systems MKTP5E

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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 str	**11**	**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	**12** Demonstrate effective written communication skills for the workplace by creating a variety of business communications for the workplace using correct grammar and terminology. MKTP12
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