

Marketing Education

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A Marketing Education M

- 1 Channel Management: Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels. **M.A**
 - a Explain channel management and understand its role in marketing. **M.A.1**
 - b Identify ways to create positive relationships with customers to enhance a company's image. **M.A.2**
 - c Resolve customer conflicts to encourage repeat business. **M.A.3**
 - d Determine ways to reinforce a company's image to exhibit the company's brand promise. **M.A.4**
 - e Explain the nature of customer relationship management and how it can contribute to a company. **M.A.5**
- 2 Marketing-Information Management: Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. **M.B**
 - a Describe the nature and scope of marketing-information management. **M.B.6**
 - b Explain the nature and scope of marketing-research activities. **M.B.7**
 - c Explain marketing-research design considerations and evaluate their appropriateness for researching problems and issues. **M.B.8**
 - d Describe data-collection methods and evaluate their appropriateness for researching problems and issues. **M.B.9**
 - e Use marketing information to plan marketing activities. **M.B.10**

- 3 Marketing: Understand the processes and set of institutions for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. **M.C**
 - a Describe marketing's role and function in business to facilitate economic exchanges with customers. **M.C.11**
 - b Describe customer, client, and business behavior and how it motivates decisionmaking. **M.C.12**
 - c Develop marketing strategies to guide marketing tactics. **M.C.13**
 - d Select the appropriate target market for a product and business to obtain the best return on marketing investment (ROMI). **M.C.14**
 - e Use marketing information to develop a marketing plan. **M.C.15**
 - f Explain the role of pricing in marketing. **M.C.16**
- 4 Product/Service Management: Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. **M.D**
 - a Explain the nature and scope of product and service management. **M.D.17**
 - b Apply quality assurances to enhance product and service offerings. **M.D.18**
 - c Explain how product-mix strategies can help meet customer expectations. **M.D.19**
 - d Identify ways products and services can be positioned to acquire a desired business image. **M.D.20**
- 5 Promotion: Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. **M.E**
 - a Explain the nature and scope of promotion. **M.E.21**
 - b Identify promotional channels used to communicate with targeted audiences. **M.E.22**
 - c Explain the use of an advertisement's components to communicate with targeted audiences. **M.E.23**
 - d Describe the use of public-relations activities to communicate with targeted audiences. **M.E.24**
- 6 Selling: Understand the concepts and sequences of addressing the needs of a market, leading to the movement of a product or service from producer to consumer. **M.F**
 - a Explain the nature and scope of selling. **M.F.25**
 - b Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the client or customer. **M.F.26**
 - c Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. **M.F.27**
 - d Identify pre-sales activities to facilitate a sales presentation. **M.F.28**