Connecticut CTE

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

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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