Kansas CTE

Principles of Marketing (2022)

Marketing PM1	**1** Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations and society. PM1.1
	2 Explain marketing and its importance in a global economy. PM1.2
	3 Describe marketing fuctions and related activities PM1.3
	4 Describe the components of a situation analysis. PM1.4
	5 Identify sources of competitive advantage. PM1.5
	6 Analyze the components of the consumer decision-making process. PM1.6
	7 Identify the types of consumer buying decisions and disucss the significancec of consumer involvement. PM1.7
	8 Identify and understand the cultural, social, individual, and psychological factors affecting consumer buying decisions. PM1.8
	9 Explain the NAICS system as it relates to B2B markets. PM1.9
	10 Identify the 4 major categories of business market customers: governments, institutions, resellers and producers. PM1.10
	11 Identify the marketing mix elements (product, price, place, promotion - 4P's). PM1.11
	12 Explain how to identify target markets. PM1.12
Channel Management PM2	**1** Explain the nature and scope of channel management. PM2.1
	2 Explain the relationship between customer service and channel management. PM2.2
	3 Explain the nature of channels of distribution. PM2.3
	4 Describe the use of technology in the channel management fuction. PM2.4
	5 Explain legal ethical considerations in channel management. PM2.5

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Marketing Information Management PM3	1	**Describe the need for marketing information.** PM3.1
	2	**Explain the nature and scope of marketing information management function.** PM3.2
	3	**Explain the role of ethics in marketing information management.** PM3.3
	4	**Describe the ethical use of technology in marketing.** PM3.4
	5	**Explain the nature of marketing research.** PM3.5
	6	**Describe the regulation of marketing information management.** PM3.6
	7	**Describe options businesses use to obtain marketing research data-primary and secondary** PM3.7
	8	**Describe data collection methods (observations, telephone, mail, internet, discussion groups, interviews, etc.)** PM3.8
	9	**Explain techniques for processing marketing information** PM3.9
	10	**Explain the use of descriptive statistics in marketing decision making** PM3.10
	11	**Explain the concept of marketing strategies.** PM3.11
	12	**Explain the concepts of market and market identification.** PM3.12
Pricing PM4	1	**Explain the nature and scope of the pricing function.** PM4.1
	2	**Describe the role of business ethics in pricing.** PM4.2
	3	**Explain the use of technology in the pricing function.** PM4.3
	4	**Explain legal considerations for pricing.** PM4.4
	5	**Explain factors affecting pricing decisions.** PM4.5
Product/Service Management PM5	1	**Explain the nature and scope of the product/service management function.** PM5.1
	2	**Identify the impact of the product life cycles on marketing decisions.** PM5.2
	3	**Describe the use of technology in the product/service management functions.** PM5.3
	4	**Explain business ethics in product/service management** PM5.4
	5	**Identify consumer protection provisions of appropriate agencies.** PM5.5
		xplain the concept of product mix. PM5.6

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	7	**Describe factors used by marketers to position products/services.** PM5.7
	8	**Describe the uses of grades and standards in marketing.** PM5.8
	9	**Explain warranties and guarantees.** PM5.9
Promotion PM6	1	**Explain the role of promotion as a marketing function.** PM6.1
	2	**Explain the types of promotion.** PM6.2
	3	**Identify the elements of the promotional mix (advertising, personal selling, sales promotion, public relations).** PM6.3
	4	**Describe the use of business ethics in promotion.** PM6.4
	5	**Describe the use of technology in the promotion function.** PM6.5
	6	**Describe the regulatioin of promotion.** PM6.6
	7	**Explain the types of advertising media** PM6.7
	8	**Describe word of mouth channels used to communicate with targeted audiences.** PM6.8
	9	**Explain the nature of direct marketing channels.** PM6.9
	10	**Explain and identify influencer marketing strategies.** PM6.10
	11	**Identify communications channels used in sales promotion.** PM6.11
	12	**Explain communications channels used in public relations activities.** PM6.12
	13	**Deiscuss the role of public relations in the promotional mix.** PM6.13
Customer Relations PM7	1	**Explain the nature of positive customer relations.** PM7.1
	2	**Demonstrate ability to write various marketing communications.** PM7.2
	3	**Adapt communication to the cultural and social differences among clients.** PM7.3
	4	**Interpret business policies to customers/clients.** PM7.4
	5	**Explain the nature of product/service and corporate branding.** PM7.5
	6	**Determine ways of reinforcing the company's image through employee performance.** PM7.6
Se		**xplain the nature and scope of the selling function and process.** PM8.1

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	2	**Explain the role of customer service as a component of selling relationships.** PM8.2
	3	**Explain key factors in building a clientele.** PM8.3
	4	**Explain company selling policies.** PM8.4
	5	**Explain business ethics in selling.** PM8.5
	6	**Describe the use of technology as the selling function.** PM8.6
	7	**Describe the nature of selling regulations.** PM8.7
	8	**Acquire production information for use in selling.** PM8.8
	9	**Analyze product information to identify product features and benefits.** PM8.9
	10	**Determin customer/client needs.** PM8.10
	11	**Recommend specific product.** PM8.11
	12	**Discuss and research online marketing platforms that fits the needs of brand and product.** PM8.12
Operations PM9	1	**Analyze company resources to ascertain policies and procedures.** PM9.1
Marketing Analytics PM10	1	**Explain the terminology and tools of marketing analytics.** PM10.1
	2	**Identify metrics for tracking digital and traditional marketing efforts.** PM10.2
	3	**Understand the importance of using data when making decisions in marketing.** PM10.3
Careers PM11	1	**Explore career opportunities in marketing.** PM11.1
	2	**Illustrate the services of professional organizations in marketing.** PM11.2
	3	**Explore the online presences and personal brand of oneself (student).** PM11.3
	4	**Explore job and career options in relation to developing the student's IPS, personal interest, financial goals and desired lifestyle.** PM11.4
	5	**Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan.** PM11.5
	6	**Identify the purpose and goals of a CTSO.** PM11.6