

Fundamentals of Marketing (Marketing I)

Introduction to Marketing

- 1 Explain marketing and its importance in a global economy MK:001
- 2 Describe marketing functions and related activities MK:002
- 3 Explain employment opportunities in marketing PD:024

Marketing Planning

- 1 Explain the concept of marketing strategies MP:001
- 2 Explain the concept of market and market identification MP:003
- 3 Explain the nature of marketing planning MP:006

Product/Service Management

- 1 Explain the nature and scope of the product/service management function PM:001
- 2 Identify the impact of product life cycles on marketing decisions PM:024
- 3 Describe the uses of grades and standards in marketing PM:019
- 4 Explain warranties and guarantees PM:020

Channel Management

- 1 Explain the nature and scope of channel management CM:001
- 2 Explain the nature of channels of distribution CM:003

Pricing

- 1 Explain the nature and scope of the pricing function PI:001
- 2 Explain factors affecting pricing decisions PI:002

Promotion

- 1 Explain the role of promotion as a marketing function PR:001
- 2 Explain the types of promotion (i.e., institutional, product) PR:002
- 3 Identify the elements of the promotional mix PR:003
- 4 Explain types of advertising media PR:007
- 5 Write persuasive messages CO:031

Sales and Customer Service

- 1 Explain the nature and scope of the selling function SE:017
- 2 Explain the nature of positive customer relations CR:003
- 3 Explain the role of customer service as a component of selling relationships SE:076
- 4 Demonstrate a customer service mindset CR:004
- 5 Reinforce service orientation through communication CR:005
- 6 Adapt communication to the cultural and social differences among clients CR:019
- 7 Develop rapport with customers CR:029
- 8 Respond to customer inquiries CR:006
- 9 Explain company selling policies SE:932
- 10 Interpret business policies to customers/clients CR:007
- 11 Handle difficult customers CR:009
- 12 Handle customer/client complaints CR:010
- 13 Identify company's brand promise CR:001
- 14 Determine ways of reinforcing the company's image through employee performance CR:002
- 15 Acquire product information for use in selling SE:062
- 16 Explain the selling process SE:048

Marketing-Information Management

- 1 Describe the need for marketing data IM:012
- 2 Identify data monitored for marketing decision making IM:184
- 3 Explain the nature and scope of the marketing-information management function IM:001
- 4 Explain the nature of marketing research IM:010

Economics

- 1 Distinguish between economic goods and services EC:002
- 2 Explain the concept of economic resources EC:003
- 3 Describe the concepts of economics and economic activities EC:001
- 4 Determine economic utilities created by business activities EC:004

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- 5 Explain the principles of supply and demand EC:005

 - 6 Describe the functions of prices in markets EC:006

 - 7 Explain the role of business in society EC:070

 - 8 Describe types of business activities EC:071

 - 9 Explain the types of economic systems EC:007

 - 10 Explain the concept of private enterprise EC:009

 - 11 Identify the impact of small business/entrepreneurship on market economies EC:065

 - 12 Explain types of business ownership BL:003

 - 13 Identify factors affecting a business's profit EC:010

 - 14 Determine factors affecting business risk EC:011

 - 15 Explain the concept of competition EC:012

 - 16 Determine the relationship between government and business EC:008

 - 17 Explain the concept of productivity EC:013
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The Business Environment

- 1 Describe current business trends NF:013

- 2 Assess information needs NF:077

- 3 Obtain needed information efficiently NF:078

- 4 Evaluate quality and source of information NF:079

- 5 Apply information to accomplish a task NF:080

- 6 Conduct an environmental scan to obtain business information NF:015

- 7 Prepare simple written reports CO:094