Nebraska CTE

Marketing (2023)

Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. BMM.HS.19.1	**a** Describe marketing functions and related activities. BMM.HS.19.1.A
	b Distinguish between economic goods and services. BMM.HS.19.1.B
	c Explain the principles of supply and demand. BMM.HS.19.1.C
	d Determine economic utilities created by business activities. BMM.HS.19.1.D
	e Explain the concept of competition. BMM.HS.19.1.E
	f Identify employment opportunities in marketing. BMM.HS.19.1.
Identify marketing-information management strategies to understand its nature and scope. BMM.HS.19.2	**a** Identify the need for marketing data used to monitor marketing decision making. BMM.HS.19.2.A
	b Explain the role of ethics in marketing information management. BMM.HS.19.2.B
	c Discuss the nature of data mining (NF:148) (CS) BMM.HS.19.2.C
	d Describe the use of technology in the marketing-information management function (IM:183) (SP) BMM.HS.19.2.D
	e Describe the regulation of marketing-information management (IM:419) (SP) BMM.HS.19.2.E
Apply the concepts and marketing strategies utilized to determine and target a select market. BMM.HS.19.3	**a** Analyze and describe the importance of each of the components of the marketing mix. BMM.HS.19.3.A
	b Explain factors that influence customer/client/business buying behavior. BMM.HS.19.3.B
	c Analyze customer's rational and emotional buying motives and decisions. BMM.HS.19.3.C
	d Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). BMM.HS.19.3.D
	e Explain the concept of market and market identification. BMM.HS.19.3.E
	Identify strategies utilized in the elements of market segmentation. BMM.HS.19.3.F

Skip to main content

Identify the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities. BMM.HS.19.4

- **a** **Explain the nature and scope of the selling function.** BMM.HS.19.4.A
- **b** **Explain the role of customer service as a component of selling relationships for building a clientele.** BMM.HS.19.4.B
- **c** **Utilize sales processes and techniques to determine and satisfy customer needs.** BMM.HS.19.4.C
- **d** **Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.** BMM.HS.19.4.D
- **e** **Explain legal and ethical considerations in selling.** BMM.HS.19.4.E