

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](#)

f Identify strategies utilized in the elements of market segmentation. [BMM.HS.19.3.F](#)

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