Oregon CTE

Marketing: Marketing Management Knowledge and Skill Statements with Suggested Performance Indicators

Demonstrate an understanding of techniques, strategies, and systems used to foster self-understanding and enhance relationships with others FA-MM01	**A**	**Manage internal and external business relationships to foster positive interactions (e.g., explain the impact of business customs and practices on global trade, describe the nature of business customs and practices in the North American market and regions of the world)** FA-MM01.A
	B	**Describe the concept of lifetime value of a customer (retention vs. turnover)** FA-MM01.B
Demonstrate an understanding of the techniques and systems that businesses use to plan, staff, lead, and organize its human resources FA-MM02	**A**	**Explain how to manage staff growth and development to increase productivity and employee satisfaction (e.g., how to ensure staff understanding of responsibilities, duties, functions, and authority levels, supervise marketing positions, determine adequacy of training courses, assess marketing personnel's ability to react to market developments)** FA-MM02.A
	B	**Describe techniques to staff an organization or a department within an organization (e.g., staff key marketing positions)** FA-MM02.B
	C	**Explain how to implement organizational skills to facilitate others' work efforts (e.g., how to determine internal/external resource requirements and responsibilities for projects).** FA-MM02.C
Demonstrate an understanding of technologyrelated tools needed to access, process, maintain, evaluate, and dis to	**A**	**Explain how or demonstrate ability to use information-technology tools to manage and perform work responsibilities (e.g., analyze the impact of technology on marketing, automate services, analytical tracking guide business decision-making)** FA-MM03.A
	B	**Describe strategy to remain current as technology use in marketing evolves (e.g., rtificial intelligence, ecommerce, video production)** FA-MM03.B

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decision-making FA-MM03	
Demonstrate an understanding of the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning FA-MM04	**A** Implement (or explain how to implement) basic expense-control strategies to enhance a business's financial wellbeing (e.g., track invoices) FA-MM04.A
	B Implement (or explain how to implement) purchasing activities to obtain business supplies, equipment, resources, and services (e.g., determine sources of relevant, new marketing data, evaluate options to purchase or sell marketing data) FA-MM04.B
	C Describe or determine technology security strategies needed to protect customer information and company image (e.g., describe how to maintain security of marketing data, explain security considerations in marketing management) FA-MM04.C
	D Describe or apply operational policies to perform procedures and activities that ensure marketing's efficiency and effectiveness (e.g., cleanse existing marketing data to maintain relevancy, apply marketing analytics) FA-MM04.D
	E Describe how to or utilize business systems to expedite workflow and enhance a business's image (e.g., document marketing processes) FA-MM04.E
	F Demonstrate understanding of corporate social responsibility (e.g., pollution, impact of marketing decisions on the environment) FA-MM04.F
Demonstrate an understanding of the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization FA-MM05	**A** Assess product packaging to improve its function and to improve its brand recognition (e.g., assess product-packaging requirements, evaluate graphic design on packages, evaluate adequacy of product packaging) FA-MM05.A
	B Position products/services to acquire desired business image (e.g., develop positioning concept for a new product idea, communicate core values of product/service, identify product's/service's competitive advantage) FA-MM05.B
	C Apply quality assurances to enhance product/service offerings (e.g., determine the impact of product standards' issues associated with global business) FA-MM05.C
	D Employ product-development processes to maintain up-to-date product pipeline (e.g., explain new product-development processes) FA-MM05.D
Demonstrate an understanding of the concepts, systems, and strategies needed to gather, access, sy an inf	**A** Report findings to communicate research information to others (e.g., provide sales analysis reports) FA-MM06.A
	B Manage marketing information to guide and assess promotional activities (e.g., measure media audience, leverage data to recommend personalized, relevant campaigns and support real-time customization of customer interactions) FA-MM06.B

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making business decisions FA-MM06	**C** Employ marketing-information to aid in making and evaluating channel-management decisions (e.g., track channel management cost data, collect product quality data to aid in making channel-management decisions, obtain and track information about domestic and foreign suppliers/manufacturers) FA-MM06.C
Demonstrate an understanding of the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome FA-MM07	**A** Plan marketing communications to maximize effectiveness and to minimize costs (e.g., explain the nature of a promotional plan, coordinate activities in the promotional mix) FA-MM07.A
	B Identify ways to track marketing-communications activities FA-MM07.B
	C Demonstrate understanding of design principles to be able to communicate needs to designers (e.g., describe the use of color in advertisements, describe the elements of design, explain the use of illustrations in advertisements, discuss the nature of typography explain type styles used in advertisements, describe effective advertising layouts, identify types of drawing media, explain the impact of color harmonies on composition, describe digital color concepts) FA-MM07.C
	D Participate in company's community outreach involvement to foster a positive company image and to meet other professionals (e.g., explain the importance of company involvement in community activities, propose community issues for company involvement, participate in community outreach activities) FA-MM07.D
	E Create written briefs for outside agencies/consultants to aid in promotional planning and development FA-MM07.E