



Standard Marketing (3-Credit)

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General Assessment Information

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General Assessment Information
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Test Type: This Programs of Study assessment is a customized assessment for the MBAResearch and Curriculum Center. Programs of Study assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. This assessment offers a written component and is intended for use at the secondary level. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

Revision Team: This assessment was developed by MBAResearch and Curriculum Center, a not-for-profit 501(c)(3) organization operated by 30+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.



52.1401 – Marketing/Marketing
Management, General



Career Cluster 14-
Marketing



11-2021.00 –
Marketing Managers



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!



MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors – for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.

Written Assessment

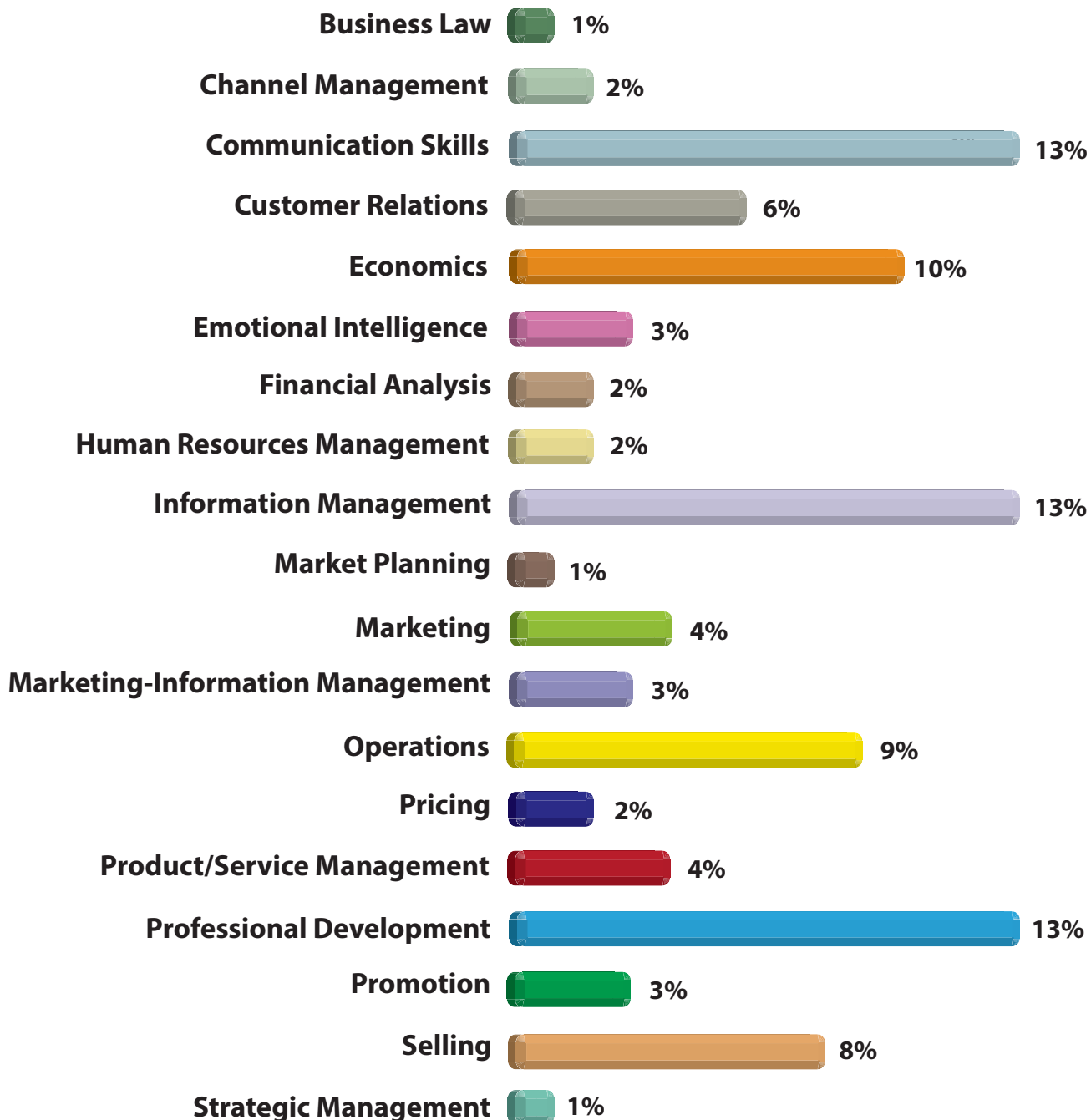
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

Administration Time: 1 hour and 40 minutes

Number of Questions: 100

Number of Sessions: This assessment may be administered in one or two sessions.

Areas Covered



Specific Competencies and Skills Tested in this Assessment

Business Law

- Explain types of business ownership

Channel Management

- Explain the nature and scope of channel management
- Explain the nature of channels of distribution

Communication Skills

- Analyze company resources to ascertain policies and procedures
- Choose appropriate channel for workplace communication
- Edit and revise written work consistent with professional standards
- Employ communication styles appropriate to target audience
- Explain the nature of effective written communications
- Handle telephone calls in a businesslike manner
- Participate in a staff meeting
- Prepare simple written reports
- Select and utilize appropriate formats for professional writing
- Utilize note-taking strategies
- Write business letters
- Write informational messages
- Write persuasive messages

Customer Relations

- Demonstrate a customer-service mindset
- Explain the nature of positive customer/client relations
- Handle customer/client complaints
- Handle difficult customers
- Identify company's brand promise
- Respond to customer inquiries



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Specific Competencies and Skills (continued)

Economics

- Describe the concepts of economics and economic activities
- Describe the nature of taxes
- Describe types of business activities
- Determine economic utilities created by business activities
- Explain the concept of competition
- Explain the concept of economic resources
- Explain the concept of productivity
- Explain the principles of supply and demand
- Explain the types of economic systems
- Identify factors affecting a business's profit

Emotional Intelligence

- Demonstrate negotiation skills
- Explain ethical considerations in providing information
- Use consensus-building skills

Financial Analysis

- Describe the need for financial information
- Explain the concept of accounting

Human Resources Management

- Discuss the nature of human resources management
- Orient new employees



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Specific Competencies and Skills (continued)

Information Management

- Apply information to accomplish a task
- Create and post basic web page
- Demonstrate basic database applications
- Demonstrate basic presentation software applications
- Demonstrate basic spreadsheet applications
- Demonstrate basic web-search skills
- Demonstrate basic word processing skills
- Demonstrate collaborative/groupware applications
- Discuss the nature of information management
- Identify ways that technology impacts business
- Obtain needed information efficiently
- Store information for future use
- Use basic operating systems



Market Planning

- Explain the concept of marketing strategies

Marketing

- Demonstrate connections between company actions and results (e.g., gaining market share, etc.)
- Describe marketing functions and related activities
- Explain factors that influence customer/client/business buying behavior
- Explain marketing and its importance in a global economy

Marketing-Information Management

- Describe the need for marketing data
- Explain the nature of marketing research
- Identify data monitored for marketing decision making

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Specific Competencies and Skills (continued)

Operations

- Explain routine security precautions
- Explain the concept of production
- Explain the nature of operations
- Follow instructions for use of equipment, tools, and machinery
- Handle and report emergency situations
- Maintain a safe work environment
- Maintain inventory of supplies
- Place orders/reorders
- Protect company information and intangibles

Pricing

- Explain factors affecting pricing decisions
- Explain legal considerations for pricing

Product/Service Management

- Describe the uses of grades and standards in marketing
- Explain the nature and scope of the product/service management function
- Explain warranties and guarantees
- Identify the impact of product life cycles on marketing decisions



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Specific Competencies and Skills (continued)

Professional Development

- Assess personal interests and skills needed for success in business
- Complete a job application
- Demonstrate appropriate creativity
- Demonstrate problem-solving skills
- Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
- Explain career opportunities in marketing
- Explain employment opportunities in business
- Explain possible advancement patterns for jobs
- Explain the need for innovation skills
- Explain the rights of workers
- Make decisions
- Prepare a resume
- Set personal goals



Promotion

- Explain the role of promotion as a marketing function
- Explain the types of advertising media
- Explain the types of promotion

Selling

- Acquire product information for use in selling
- Analyze product information to identify product features and benefits
- Explain company selling policies
- Explain key factors in building a clientele
- Explain the nature and scope of the selling function
- Explain the selling process
- Process special orders for retail sales
- Recommend specific product

Strategic Management

- Explain the concept of management

Sample Questions

Identifying and fixing broken hyperlinks is an important part of

- A. maintaining an effective web site.
- B. writing an article for an electronic newsletter.
- C. selecting software programs.
- D. developing a color scheme for a web page.

Audrey is meeting with her manager to discuss her work priorities. This is an example of _____ communication.

- A. formal
- B. casual
- C. public
- D. lateral

A salesperson recommends that a customer look at specific product. During what phase of the selling process does this activity occur?

- A. Prescribing solutions
- B. Qualifying prospects
- C. Reaching closure
- D. Establishing a relationship

