

# Marketing Fundamentals

Exam Information	Description										
<b>Exam number</b> <b>400</b>  <b>Items</b> <b>31</b>  <b>Points</b> <b>45</b>	<p>The Marketing Fundamentals industry certification exam assesses learners on fundamental concepts of marketing. Learners are exposed to a wide range of Marketing Education topics related to the Marketing Pathway, Marketing Careers, and DECA – Student Leadership Organization. The exam evaluates their understanding of interpersonal communication concepts and skills, the marketing concept, and the marketing education career pathway. Learners may also be assessed on their participation in DECA competitions and activities as allowed by district policy.</p>										
<b>Prerequisites</b> <b>None</b>	<b>Exam Blueprint</b>										
<b>Recommended course length</b> <b>One semester</b>  <b>National Career Cluster</b> <b>Hospitality &amp; Tourism</b>  <b>Marketing</b>  <b>Performance standards</b> <b>Included (Optional)</b>  <b>Certificate available</b> <b>Yes</b>	<table> <tr> <th>Standard</th><th>Percentage of exam</th></tr> <tr> <td>1. Interpersonal communication</td><td>18%</td></tr> <tr> <td>2. Marketing concept</td><td>33%</td></tr> <tr> <td>3. The four P's of marketing</td><td>35%</td></tr> <tr> <td>4. Key personal traits &amp; Interpersonal skills</td><td>14%</td></tr> </table>	Standard	Percentage of exam	1. Interpersonal communication	18%	2. Marketing concept	33%	3. The four P's of marketing	35%	4. Key personal traits & Interpersonal skills	14%
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## Standard 1

Students will model interpersonal communication skills needed in marketing and in life.

**Objective 1** Students will observe and demonstrate the elements of effective communication.

1. Model effective Listening Skills
2. Identify different types of communication
  - a. Verbal, written, other non-verbal
3. Evaluate communication factors including Barriers, Obstacles, and Settings.
4. Explore audience considerations (e.g., gender and cultural considerations).
5. Define Jargon and contrast content specialist or presentation type communication with peer-to-peer communication.
6. Demonstrate effective presentation skills, including:
  - a. Electronic presentation basics
  - b. Verbal presentation – speech and posture
7. Relate the goals of personal communication with goals in marketing. (Develop and sustain an image.)

**Objective 2** Identify and evaluate character traits important to business.

1. Model appropriate business personal appearance.
2. Contrast examples of ethical and unethical behavior or choices.
3. Evaluate the impact of honesty and integrity in business and in personal relationships.
4. Interpret a self-evaluation or trait development exercise (e.g., color tests or Myers-Briggs Type Indicator).
5. Define “Networking” in terms of establishing personal contacts.
6. Model an appropriate personal introduction including an appropriate hand shaking, personal space, and eye contact.

### Standard 1 Performance Evaluation included below (Optional)

## Standard 2

Students will define the marketing concept and what role identifying product types, consumer types, and market segmentation play.

**Objective 1** Students will be able to categorize Product types and identify elements of the seven functions of Marketing.

1. Define, differentiate, and categorize Goods – Services – Ideas.
2. Identify examples of the seven functions of marketing.

**Objective 2** Students will distinguish the four methods of market segmentation.

1. Explain factors related to Demographic segmentation included gender, income, household status, ethnicity, and education.

2. Contrast elements of each generation in generational Marketing
3. Summarize the difference between disposable & discretionary income.
4. Identify scenarios where Geographic segmentation would be effective.
5. List factors of psychographic segmentation.
6. Relate individual Behavior to consumer perceptions and shopping patterns.
7. List potential data collection processes.

**Objective 3** Students will evaluate and classify potential consumers.

1. Define and identify target markets.
2. Explain the necessity of target markets in order to create a brand or product image.
3. Illustrate an example of Market share.
4. Evaluate competition in terms of market share and identify your competitors.
5. Define niche marketing.
6. Determine and Justify scenarios in which Mass Marketing vs. Target marketing would be most appropriate.

## Standard 2 Performance Evaluation included below (Optional)

### Standard 3

Students will be able to explain each category of the marketing mix of the four P's of marketing.

**Objective 1** Discover the elements of the PRODUCT that support the marketing concept.

1. Summarize the functions of Packaging.
2. Explore packaging strategies including Price bundling and mixed bundling.
3. Compare elements of labels including descriptions, branding, and grades.
4. Analyze elements of developing a new product.
5. Consider size or shape, naming, labeling, packaging, colors, quantities, etc.
6. Predict the impact of Customer Service and Warranties as an element of product success.
7. Explore the benefits and risks of Brand extension.
8. Contrast product Features with the product Benefits from a consumer perspective.

**Objective 2** Examine the elements of the PLACE that support the marketing concept.

1. Discuss Channels of distribution and possible channel members.
2. Contrast pros and cons of Direct and Indirect distribution.
3. Explain cost vs. control as it relates to distribution alternatives.
4. Evaluate the impact of a store's physical location.
5. Prioritize or recommend store locations for various business types.

**Objective 3** Recall elements of the PRICE that support the marketing concept.

1. Define the three Pricing Orientations. (Cost, Competition, Demand)
2. Assess the possible Goals of Pricing (profit, market share, prestige)
3. Examine considerations of pricing.

4. List multiple forms of pricing.
5. Classify products by their price elasticity.
6. Demonstrate how a pricing strategy supports a product's image.
7. Explore legal considerations including predatory pricing, Bait and switch, and MSRP.
8. Evaluate Various Pricing Strategies – loss leaders, captive products, options and up selling, etc.

**Objective 4** Explore elements of the PROMOTION that support the marketing concept.

1. Define the term promotion.
2. Discuss the impact Slogans and Logos have on a product.
3. Explore various types of promotion.
4. Discover consumer promotions (e.g., coupons, point of purchase, loyalty programs, production placement, tie-ins, samples, etc.).
5. Demonstrate how incorporating multiple strategies together can reinforce each other and the product in a promotional mix.
6. Explore cost, production, and effectiveness of Print, Broadcast, and Online promotions.
7. Construct a promotion for a product or business.

**Standard 3 Performance Evaluation included below (Optional)**

## Standard 4

Students will be able to identify key personal traits, interpersonal skills, and elements of teamwork that facilitate job success and ethical action in the workplace.

**Objective 1** Examine interpersonal skills necessary to build good relationships.

1. Identify interpersonal skills:
  - a. Self-esteem and self-awareness
    - i. Positive attitude
    - ii. Initiative and responsibility
    - iii. Self-control
    - iv. Creativity
    - v. Time management
    - vi. Stress management
    - vii. Assertiveness
    - viii. Flexibility
2. Examine how interpersonal skills build good business relationships.

**Objective 2** Analyze basic values and moral principles that guide behavior of individuals and groups.

1. Define ethics
2. Examine ethical behavior between coworkers and clients.
3. Demonstrate practical ethical behavior in the workplace.

**Objective 3** Understand how to manage conflict in the workplace.

1. Examine the negotiation process.

2. Manage conflicts by using appropriate negotiation skills.
3. Demonstrate effective speaking and listening skills in the negotiation process.

**Objective 4** Understand how to use interpersonal skills to handle customer complaints, and work with a team.

1. Understand a company's policies and procedures in responding to customers.
2. Demonstrate how to respond promptly and intelligently to customer concerns.
3. Examine the critical components of successful teamwork.

**Standard 4 Performance Evaluation included below (Optional)**

## **Marketing Fundamentals**

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

**Student's Name:** \_\_\_\_\_

**Class:** \_\_\_\_\_

## Performance standards rating scale

0	Limited skills	2	→	4	Moderate skills	6	→	8	High skills	10
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### Standard 1 – Interpersonal Communication Skills

**Score:**

- Demonstrate an appropriate face to face introduction and handshake.
- Compete and analyze a personality test or self-evaluation.

### Standard 2 – Marketing Concept

**Score:**

- Create a survey or evaluate an existing one that would be used to collect marketing information.
  - Define the type of information collected.
    - Demographic
    - Geographic
    - Psychographic
    - Behavioral
- Define how you would distribute the survey.
- Explain how the information would be used.
- Survey should be related to a product or company.
- Research and present your local demographic area.

### Standard 3 – Marketing Mix

**Score:**

- Develop a store layout for a specific industry. Justify or give reason to the store layout
- Construct a promotional artifact for a product or a business
  - Billboard
  - Flyers
  - Radio ad
  - Business card

### Standard 4 – Interpersonal Skills

**Score:**

- Using selected DECA Role Plays demonstrate the use of interpersonal skills to respond to employee and customer situations
- Respond in written form to customer complaints or create a company procedure in responding to customers

## Performance standard average score:

**Evaluator Name:** \_\_\_\_\_

**Evaluator Title:** \_\_\_\_\_

**Evaluator Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_