



## EXAM INFORMATION

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**Items**

30

**Points**

42

**Prerequisites**

MARKETING I

**Course Length**

ONE SEMESTER

**Career Cluster**

HOSPITALITY & TOURISM

MARKETING

**Performance Standards**

INCLUDED

**Certificate Available**

YES

## DESCRIPTION

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This project-based course allows students to develop and demonstrate management level marketing skills. Students will learn advanced marketing principles then demonstrate proficiency by completing a marketing project. The majority of class time should be spent by students completing their marketing project. Examples of projects include: creating an advertising or public relations campaign, developing a business plan, conducting market research for a business and making suggestions for improvement, or completing an official CTSO (DECA, FBLA, FCCLA, HOSA, FFA, TSA, Skills USA) written project. Each project will include a written and presentation component.

## EXAM BLUEPRINT

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STANDARD	PERCENTAGE OF EXAM
1- Fundamental Marketing Principles	35%
2- Marketing Research	20%
3- Marketing Campaigns	35%
4- Marketing Pitches	10%



## **STANDARD 1**

### STUDENTS WILL HAVE AN UNDERSTANDING OF FUNDAMENTAL MARKETING PRINCIPLES

Objective 1 Students will understand the 4 P's of marketing:

1. Product
2. Price
3. Place
4. Promotion

Objective 2 Understand the seven marketing functions:

1. Marketing Planning
2. Marketing Information Management
3. Pricing
4. Promotion
5. Product/Service Management
6. Channel Management
7. Selling

Objective 3 Students will understand market segmentation:

1. Target market
2. Demographics
3. Psychographics
4. Geographic
5. Behavioral segmentation.

## **STANDARD 2**

### STUDENTS WILL GAIN AN UNDERSTANDING OF MARKETING RESEARCH

Objective 1 Students will understand the purpose of primary research.

Objective 2 Students will understand methods to collect primary data: survey, observation, focus groups, experimental.

Objective 3 Students will understand the purpose of secondary research.

Objective 4 Students will understand methods to collect secondary data: internal company data, internet sources, federal and state government sources, and trade organizations.

Objective 5 Students will understand the marketing research process.

1. Defining the problem
2. Obtaining data
3. Analyzing data
4. Recommending solutions/strategy
5. Implement solution/strategy

Objective 6 Students will understand methods to analyze and present research data: charts, graphs, and percentages.



### STANDARD 3

#### STUDENTS WILL UNDERSTAND THE COMPONENTS OF A MARKETING CAMPAIGN

- Objective 1 Students will identify target market in preparation for a marketing plan.
- Objective 2 Students will compare and contrast promotional strategies from the promotional mix.
  - 1. Advertising
  - 2. Public relations
  - 3. Personal selling
  - 4. Sales promotion
- Objective 3 Students will research to understand promotion schedules.
- Objective 4 Students will understand marketing budgets.
  - 1. Students will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression.
  - 2. Students will understand the rationale for selecting different types of promotion.
- Objective 5 Students will understand how to coordinate group members.
  - 1. Students will learn how to divide group responsibilities.

### STANDARD 4

#### STUDENTS WILL LEARN HOW TO ORGANIZE AND PROMOTE A MARKETING PITCH

- Objective 1 Students will learn components to delivering a presentation including: attention-getting introduction, main points, and call to action.
  - 1. Students will learn how to respond to questions.
  - 2. Students will learn how to persuade the audience to take action.
- Objective 2 Students will learn how to select the appropriate visual aids for their presentation.
- Objective 3 Students will understand how to coordinate group members.
  - 1. Students will learn how to divide group responsibilities.

Standard 4 Performance Evaluation included below (Optional)



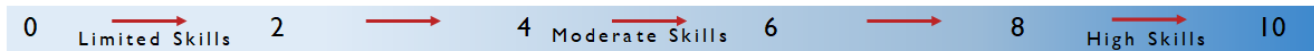
## Marketing II Introduction Performance Standards (Optional)

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**.

Students Name \_\_\_\_\_

Class \_\_\_\_\_

### PERFORMANCE RATING SCALE



#### STANDARD 4 Marketing Pitches

Score:

- Students will deliver a presentation to include: attention-getting introduction, main parts, and call to action
  - Students will appropriately respond to questions
  - Students will learn how to persuade the audience to take action
- Students will use the appropriate visual aids from their presentation
- Students will demonstrate the ability to work with others

#### PERFORMANCE STANDARD AVERAGE SCORE: