

Marketing 2

Exam Information	Description
Exam number 402 Items 28 National Career Cluster Marketing & Sales Certification available Yes	The Marketing 2 industry certification exam assesses learners' development and demonstration of management-level marketing skills. Learners complete a marketing project to demonstrate proficiency in advanced marketing principles. They spend the majority of class time working on their marketing project, which includes 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, SkillsUSA) written project. Each project includes both a written and a presentation component.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Fundamental Marketing Principles	35%
2. Marketing Research	20%
3. Marketing Campaigns	35%
4. Marketing Pitches*	10%

*Includes performance skill evaluation

Standard 1 - Fundamental Marketing Principles (35% of exam score)

Candidates will have an understanding of fundamental marketing principles

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

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

Objective 1 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 Candidates will understand market segmentation:

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

Standard 2 - Marketing Research (20%)

Candidates will gain an understanding of marketing research.

Objective 1 Candidates will understand the purpose of primary research.

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

Objective 3 Candidates will understand the purpose of secondary research.

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

Objective 5 Candidates 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 Candidates will understand methods to analyze and present research data: charts, graphs, and percentages.

Standard 3 - Marketing Campaign (35%)

Candidates will understand the components of a marketing campaign.

Objective 1 Candidates will identify target market in preparation for a marketing plan.

Objective 2 Candidates will compare and contrast promotional strategies from the promotional mix.

1. Advertising
2. Public relations
3. Personal selling
4. Sales promotion

Objective 3 Candidates will research to understand promotion schedules.

Objective 4 Candidates will understand marketing budgets.

1. Candidates will understand how various media rates are set including: cost per, frequency, lead time, reach, prime time and impression.
2. Candidates will understand the rational for selecting different types of promotion.

Objective 5 Candidates will understand how to coordinate group members.

1. Candidates will learn how to divide group responsibilities.

Standard 4 - Marketing Pitches (10%)

Candidates will learn how to organize and promote a marketing pitch.

Objective 1 Candidates will learn components to delivering a presentation including: attention- getting introduction, main points, and call to action.

1. Candidates will learn how to respond to questions.
2. Candidates will learn how to persuade the audience to take action.

Objective 2 Candidates will learn how to select the appropriate visual aids for their presentation

Objective 3 Candidates will understand how to coordinate group members.

1. Candidates will learn how to divide group responsibilities.

Optional: Standard performance evaluations on the final page of this document

Performance Skills Evaluation

Exam name: Marketing Fundamentals

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 4 – Marketing Pitches

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

Pass:

Evaluator Name:

Date:
