

Marketing Fundamentals

Exam Information	Description
Exam number 400 Items 31 National Career Cluster Marketing & Sales Certification available Yes	The Mechanical Design 3 industry certification exam assesses the development of technical knowledge and skills to create working drawings and prototypes for the mechanical and industrial engineering industries. This includes evaluation of proficiency in the use of 3D modeling software, 3D prototyping, and understanding threads and fasteners, welding symbols, and assemblies. Please make sure candidates have access to CAD software while taking this certification.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Interpersonal Communication*	18%
2. Marketing Concept*	33%
3. The Four P's of Marketing	35%
4. Key Personal Traits & Interpersonal skills*	14%

*Includes performance skill evaluation

Standard 1 - Interpersonal Communication Skills (18% of exam score)

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

Objective 1 Candidates 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.

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

Standard 2 - Marketing Concept (33%)

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

Objective 1 Candidates 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 Candidates 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 or psychographic segmentation.
6. Relate and individual Behavior to consumer perceptions and shopping patterns.
7. List potential data collection processes

Objective 3 Candidates 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.

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

Standard 3 - The Four P's of Marketing (35%)

Candidates 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 4 - Key Personal Traits & Interpersonal Skills (14%)

Candidates 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.

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 1 – Interpersonal Communication

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

Pass:

Standard 2 – Marketing Concept

- 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.
- The survey should be related to a product or company.
- Research and present your local demographic area.

Pass:

Standard 4 – Interpersonal Skills

- 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

Pass:

Evaluator Name:

Date:
