

Idaho Marketing Standards and Learning Indicators

Marketing Mktg_1: Demonstrate Knowledge of Marketing Roles

Mktg_1.1 Identify the roles of marketing and analyze the impact of marketing on the individual, business, and society.

Lrn_Ind_ID	Learning Indicator
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Mktg_1.1.1	Describe the historical evolution of marketing
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Mktg_1.1.2	Define and describe the marketing concept
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Mktg_1.1.3	Explain the impact of marketing on personal life
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Mktg_1.1.4	Explain diversity of activities involved in marketing
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Mktg_1.1.5	Compare and contrast marketing strategies for products, services, ideas, and persons
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Mktg_1.1.6	Analyze ethical and social responsibility issues related to marketing
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Mktg_1.1.7	Explain the role of utility in facilitating exchange (i.e., form, time, place, possession, information)
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Mktg_1.1.8	Compare the American marketing system with those found in other countries
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Marketing Mktg_2: Demonstrate Knowledge of Ethics in Marketing

Mktg_2.1 Define, develop, and apply a code of ethics to various marketing issues.

Lrn_Ind_ID	Learning Indicator
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Mktg_2.1.1	Describe how and why different cultures have different ethical systems
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Mktg_2.1.2	Develop a personal code of ethical behavior
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Mktg_2.1.3	Explain the importance of trust for the successful conduct of business
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Mktg_2.1.4	Differentiate between ethics and government regulations
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Mktg_2.1.5	Describe a code of ethical behavior for marketing
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Mktg_2.1.6	Identify ethical considerations relating to truth in advertising (e.g., puffing vs. rational advertising)
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Mktg_2.1.7	Identify ethical considerations relating to truth in selling (e.g., lack of full disclosure about product/service)
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Mktg_2.1.8	Identify ethical considerations relating to truth in packaging (e.g., deceptive packaging, lack of full disclosure about product on label)
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Mktg_2.1.9	Determine how patents, copyrights, and trademarks are used to combat unethical behavior
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Mktg_2.1.10	Illustrate how unethical behavior can lead to fraudulent behavior (e.g., tobacco company denying health risks of smoking)
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Mktg_2.1.11	Identify ethical considerations relating to pricing (e.g., gouging, price fixing)
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Mktg_2.1.12	Give examples of how unethical behavior leads to governmental regulations
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Mktg_2.1.13	Identify ethical considerations relating to product development (e.g., pilfering ideas, industrial espionage)
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Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

Mktg_3.1 Identify and explain how government regulations influence/dictate marketing decisions.

Lrn_Ind_ID	Learning Indicator
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Mktg_3.1.1	Identify specific marketing regulations and the government agencies that create them
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Mktg_3.1.2	State the ways in which marketing regulations differ among countries and their effects on business
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Mktg_3.1.3	Analyze the impact of specific marketing regulations on doing business both domestically and internationally
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Mktg_3.1.4	Compare the relative merits of having more or less government regulation of marketing
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Mktg_3.1.5	Identify the effects marketing regulation has had on specific industries
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Mktg_3.2	Identify and explain how the economic environment influences/dictates marketing decisions.
Lrn_Ind_ID	Learning Indicator
Mktg_3.2.1	Determine the ways in which economic conditions, both domestically and internationally, affect marketing strategy
Mktg_3.3	Identify and explain how special interest groups influence/dictate marketing decisions.
Lrn_Ind_ID	Learning Indicator
Mktg_3.3.1	Identify specific special interest groups concerned with marketing policy (e.g., consumer and labor groups)
Mktg_3.3.2	Describe the ways in which special interest groups affect marketing (e.g., pressure for government regulations, boycotts)
Mktg_3.3.3	Analyze the ways in which marketers may respond to the concerns of special interest groups
Mktg_3.4	Identify and explain how cultural differences influence/dictate marketing decisions.
Lrn_Ind_ID	Learning Indicator
Mktg_3.4.1	Identify specific differences in cultural norms and values that may influence marketing
Mktg_3.4.2	Describe how cultural differences, both domestically and internationally, affect each element of the marketing mix
Mktg_3.4.3	Demonstrate through case studies the effects of cultural differences on marketing
Mktg_3.5	Identify and explain how technology influences/dictates marketing decisions.
Lrn_Ind_ID	Learning Indicator
Mktg_3.5.1	Identify current technological advances affecting market strategy
Mktg_3.5.2	Explain the importance of having a technological edge over competition (e.g., faster to market with new products)
Mktg_3.5.3	Determine new ways of marketing products using emerging technologies (e.g., Internet, television shopping)
Mktg_3.5.4	Demonstrate the ability to use the latest technology in marketing activities
Mktg_3.6	Identify and explain how competition influences/dictates marketing decisions.
Lrn_Ind_ID	Learning Indicator
Mktg_3.6.1	Differentiate between direct and non-direct competition and how each affects marketing strategy
Mktg_3.6.2	Analyze the competition for a specific product or service and determine how its strengths and weaknesses will lead to identification of opportunities
Marketing	Mktg_4: Demonstrate Product Knowledge
Mktg_4.1	Describe stages of product development and how new products are developed.
Lrn_Ind_ID	Learning Indicator
Mktg_4.1.1	Develop new products/services that are perceived as wanted by consumers
Mktg_4.1.2	Describe how new product/services are conceived, developed, and test marketed
Mktg_4.1.3	List the steps of the product life cycle and identify in which stage a product is located
Mktg_4.2	Describe the common characteristics of a product package and brand.
Lrn_Ind_ID	Learning Indicator
Mktg_4.2.1	Name the common elements (required and non-required) on a typical product package
Mktg_4.2.2	Explain the various functions of packaging and why each is important (e.g., protection, promotion)
Mktg_4.2.3	Identify the qualities of an effective brand name
Mktg_4.2.4	State the effects of increased global trade on packaging (e.g., descriptors in various languages, durability)

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Mktg_4.3 Classify products in industrial or consumer categories.

Lrn_Ind_ID Learning Indicator

Mktg_4.3.1 Define industrial or consumer categories and classify product in those categories (e.g., convenience, shopping, specialty, raw materials, component parts, installations)

Mktg_4.3.2 Differentiate between brand name and generic products

Mktg_4.4 Describe the characteristics of a product mix and extensions.

Lrn_Ind_ID Learning Indicator

Mktg_4.4.1 Define the nature of a product mix in a particular company

Mktg_4.4.2 Identify product mix decisions that must be made in order to market the product or service

Mktg_4.4.3 Explain the advantages and disadvantages of product line diversification (e.g., extending product lines and adding new ones)

Mktg_4.4.4 Explain the need for comprehensive marketing of the extended product such as warranty, service contract, etc.

Marketing **Mktg_5: Demonstrate Knowledge of Price**

Mktg_5.1 Explain the role of pricing in the marketing process.

Lrn_Ind_ID Learning Indicator

Mktg_5.1.1 Identify the various objectives of pricing (e.g., revenue maximization, profit maximization)

Mktg_5.2 Describe and use various pricing strategies.

Lrn_Ind_ID Learning Indicator

Mktg_5.2.1 Identify the factors that will influence a product's price (e.g., cost, quality, competition, brand loyalty)

Mktg_5.2.2 Identify various pricing policies (e.g., line, loss leader, psychological) and the situations in which each is applicable

Mktg_5.2.3 Explain the use of break-even analysis to determine price

Mktg_5.2.4 Calculate a product's price using a variety of methods (e.g., break-even, cost-plus)

Mktg_5.2.5 Explain the concept of price elasticity and how it affects price

Mktg_5.2.6 Describe the alternative new product pricing strategies of skimming and penetration, and explain when each is applicable

Mktg_5.2.7 Explain how international currency exchange rates affect the prices of exported products

Mktg_5.2.8 Calculate a break-even point using cost and price information

Mktg_5.2.9 Explain the relationship between price and perceived quality

Mktg_5.2.10 Describe how economies of scale attained through mass production affect pricing strategy

Marketing **Mktg_6: Demonstrate Knowledge of Place/Distribution**

Mktg_6.1 Apply distribution processes and methods to develop distribution plans.

Lrn_Ind_ID Learning Indicator

Mktg_6.1.1 Differentiate among the various channels of distribution and explain their importance to the marketing process (e.g., indirect vs. direct)

Mktg_6.1.2 Explain the direct channel of distribution (producer to consumer) and when it is most appropriate to use

Mktg_6.1.3 Explain the role of the various intermediaries in the channel of distribution (e.g., retailer, wholesaler, broker, agent, warehouse, stock handler)

Mktg_6.1.4 Identify the major components of a physical distribution system (e.g., type of transportation, storage)

Mktg_6.1.5 Determine various indirect channels of distribution (e.g., wholesaler, agent) and when each is most appropriate to use

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Mktg_6.1.6	Identify the most efficient means for distributing a product or service (e.g., agent, broker, retailer, wholesaler)
Mktg_6.1.7	Describe the importance of inventory control in the marketing process (e.g., maintain appropriate level, shrinkage)
Mktg_6.1.8	Develop a distribution plan for a given product

Marketing Mktg_7: Demonstrate Knowledge of Advertising

Mktg_7.1 Explain how and why advertising contributes to successful marketing.

Lrn_Ind_ID	Learning Indicator
Mktg_7.1.1	Identify the various mediums available for advertising
Mktg_7.1.2	Demonstrate a knowledge of the basics of the design process in graphics
Mktg_7.1.3	Design advertisements
Mktg_7.1.4	Identify the factors that determine media selection
Mktg_7.1.5	Explain how research can be used in the advertising process (e.g., pretesting, post testing)
Mktg_7.1.6	Determine effective strategies for graphic design
Mktg_7.1.7	Describe the roles of copywriting, art direction, and production in the creative process
Mktg_7.1.8	Explain how changing technology affects advertising
Mktg_7.1.9	Develop an advertising budget

Mktg_7.2 Explain how sales promotion contributes to successful marketing.

Lrn_Ind_ID	Learning Indicator
Mktg_7.2.1	Choose appropriate sales promotion tools for a particular product or service
Mktg_7.2.2	Compare and contrast the alternative forms of sales promotion
Mktg_7.2.3	Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising
Mktg_7.2.4	Describe how marketers combine trade and consumer promotions in developing effective promotional programs

Mktg_7.3 Identify, compare, and contrast various forms of public relations activities and determine how public relations contributes to successful marketing.

Lrn_Ind_ID	Learning Indicator
Mktg_7.3.1	Identify the various forms of public relations activities used by marketers
Mktg_7.3.2	Critique public relations activities being used by marketers
Mktg_7.3.3	Differentiate between public relations activities (which are largely controllable) and publicity (which is largely uncontrollable)
Mktg_7.3.4	Discuss ways in which companies can control (or at least minimize) unfavorable publicity
Mktg_7.3.5	Develop a public relations plan for responding to unfavorable publicity based on a previous case study

Mktg_7.4 Describe how personal selling contributes to successful marketing and demonstrate how successful sales are accomplished.

Lrn_Ind_ID	Learning Indicator
Mktg_7.4.1	Explain the importance of personal selling in a company's operation
Mktg_7.4.2	Demonstrate the steps involved in the selling process
Mktg_7.4.3	Describe the qualities necessary for success as a sales manager
Mktg_7.4.4	Identify the roles played by people involved in the purchase or use of the product (e.g., buyer, influencer, user)
Mktg_7.4.5	Evaluate a variety of sales approaches (e.g., order-getting vs. order-taking)

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Mktg_7.4.6	Identify the various types of sales personnel (e.g., manufacturers, agents, missionary salespeople, retail salespeople)
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Mktg_7.4.7	Describe the functions of sales managers, including personnel and budget management
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Marketing Mktg_8: Demonstrate Knowledge of Marketing Research

Mktg_8.1 Develop, implement, and evaluate a marketing research project.

Lrn_Ind_ID Learning Indicator

Mktg_8.1.1	Identify the steps in the marketing research process
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Mktg_8.1.2	Explain the purposes for conducting marketing research
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Mktg_8.1.3	Differentiate between primary and secondary sources of data
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Mktg_8.1.4	Develop and implement a marketing research project
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Mktg_8.1.5	Evaluate the various data collection and sampling techniques (e.g., random or stratified samples, survey or interview data collection)
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Marketing Mktg_9: Identify Characteristics of a Market

Mktg_9.1 Identify buying motives and strategies to influence buying.

Lrn_Ind_ID Learning Indicator

Mktg_9.1.1	Differentiate between rational and emotional buying motives
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Mktg_9.1.2	Develop strategies to influence rational and emotional buying motives
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Mktg_9.2 Differentiate between the types of markets.

Lrn_Ind_ID Learning Indicator

Mktg_9.2.1	Differentiate between the consumer market and non-consumer market (e.g., government, industry, organizations)
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Mktg_9.3 Describe market segmentation, why it is important, and how a business uses market segmentation to reach market goals.

Lrn_Ind_ID Learning Indicator

Mktg_9.3.1	Describe various methods of market segmentation (e.g., demographics, psychographics, benefits, product usage)
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Mktg_9.3.2	Identify a target market for a given product or service
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Mktg_9.3.3	Explain why market segmentation is important to the achievement of market goals
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Mktg_9.3.4	Explain the marketing strategies used to reach a given target market
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Mktg_9.3.5	Devise a plan to market a given product to a specific target market
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Mktg_9.4 Explain why market positioning and repositioning are important.

Lrn_Ind_ID Learning Indicator

Mktg_9.4.1	Explain why the characteristics of a given product or service have a competitive edge
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Mktg_9.4.2	Identify why manufacturing locations are often close to the market served
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Mktg_9.4.3	Determine extended product features that give a product the competitive edge
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Mktg_9.4.4	Contrast a domestic and international marketing plan for a given product/service
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Mktg_9.4.5	Adjust the marketing plans of a product for different international markets
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Marketing Mktg_10: Demonstrate Knowledge of Developing a Marketing Plan

Mktg_10.1 Develop a marketing plan encompassing all of the necessary components.

Lrn_Ind_ID Learning Indicator

Mktg_10.1.1	Explain why marketing planning is essential for an organization's success
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Mktg_10.1.2	Explain why a marketing plan is essential for the success of a product
Mktg_10.1.3	Identify the steps involved in the development of a marketing plan
Mktg_10.1.4	Explain how the marketing plan encompasses all elements within marketing
Mktg_10.1.5	Differentiate between strategic and short-term tactical planning
Mktg_10.1.6	Develop a marketing plan for a product given a set of circumstances (e.g., location, competition)

Marketing Mktg_11: Demonstrate Knowledge of Forecasting

Mktg_11.1 Apply forecasting principles and methods to determine sales potential for specific products.

Lrn_Ind_ID	Learning Indicator
Mktg_11.1.1	Describe why sales forecasting is an important determinant of business success
Mktg_11.1.2	Explain the concept of market potential (e.g., total number of products that can be sold)
