

## Business, Management and Administration

Pathway: Marketing & Communications

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
BAPE01.01	Pricing	#9: Consumer Behavior	Apply a variety of approaches to determine the appropriate price for a product/service.	Use different pricing methods to calculate the price of a product/service.	Explain the importance of break even point and its role in pricing.
					Determine the best approach to price of a product using the elements of cost-based pricing, demand-based pricing, competition-based pricing, psychological pricing, promotional pricing.
					Determine company goals and external issues necessary to determine pricing.
					Explain the importance of return on investment (ROI) and apply it to pricing of a product/service.
					Identify and apply the goals of market penetration/market share of the company.
Identify and apply global influences and the impact on pricing.					
					Identify government regulations, their cost and integrate the cost into pricing.
BAPE01.02	Pricing	#4: Marketing #9: Consumer Behavior #10: Marketing Management	Relate factors that influence price to a product's price.	List and discuss the factors to determine price.	List the factors that influence price.
					Identify and match key factors to product.
					Prioritize factors and apply to the process of calculating price.
					Determine break even point.
					Determine pricing that will maximize profits.

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			(CONTINUED)	Determine perceived quality to establish a price.	Discuss and conclude what determines quality in the product. Match the product quality to the perceptions of the customer. Apply appropriate price that will match market approval and customer satisfaction.
				Identify the total product cost to determine price.	Identify all elements of overhead and how to apply them to product pricing. Identify and apply marketing and sales expenses to pricing.
				Identify the impact of external (uncontrollable) activities or consumer practices to determining price.	Discuss consumer practices (shoplifting, improper returns, and product liability claims) and their impact on price. Explain the impact of consumer practices on return on investment (ROI).
BAPE01.03	Pricing	#4: Marketing #9: Consumer Behavior #10: Marketing Management	Evaluate customers and their needs to determine pricing of product or service.	List and discuss the concept of customer needs as it applies to a specific product/service price.	Describe the product. Explain the difference between price and perceived quality. Identify customer needs and match to benefits of the product. Establish a perceived value to determine a price based on the needs of customers and benefits of product.
				Recognize geographic needs of product to determine price.	Compare geographic needs of customers. Apply economic considerations for various geographic areas of product/service markets.

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BAPE01.04	Pricing	#4: Marketing #9: Consumer Behavior #10: Marketing Management	Apply pricing strategies to meet competition.	Identify the competitive practices to anticipate the future activities of competitors.	Analyze and discuss competitors' previous and current pricing strategies.
					List all possible actions of the competitors and match the appropriate proactive response.
					Analyze return on investment (ROI) before adapting any pricing practices.
				Identify and apply the process of altering pricing to meet competitive situations.	Determine when price adjustments should be made.
					Identify the competitive environment and determine the appropriate alternative pricing approach.
					Apply bait and switch, descriptive pricing, dumping, loss leader pricing, and price discrimination to determine the best approach.
					Apply appropriate approaches for successful product/service price discounting.
				Evaluate pricing formats to find the best solution to price altering.	Analyze the impact of bait and switch on break even, return on investment (ROI), and mark up to determine the best approach.
					Analyze the impact of demand-based pricing on break even, return on investment (ROI), and mark up to the pricing situation.
					Analyze the impact of mark up on break even, return on investment (ROI), and mark up on the pricing situation.

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BAPE01.05	Pricing	#9: Consumer Behavior	Apply technology to identify a variety of approaches for determining and monitoring pricing.	Identify the ways that technology can be used to impact the pricing function.	Understand the quantitative variables of pricing and price variables that can be applied to software.
					List and discuss methods to apply technology to pricing.
					Identify the appropriate software and technology tools to use in establishing pricing.
				Explain the specific applications of technology to determine pricing.	Identify the time-saving and other financial advantages to using technology.
					Match pricing application to appropriate technology/software needed in the process of setting prices.
					Evaluate the cost of technology versus the return on investment (ROI) and the impact on pricing of the product/service.
Use technology to monitor all elements of the price altering.	Review the technology available in other elements of pricing such as applying price stickers.				
	Use technology to monitor all elements of the price altering.				
BAPE01.06	Pricing	#9: Consumer Behavior	Apply strategies for determining and adjusting prices to maximize return and meet customer's perceptions of value.	Develop objectives, policies and strategies to make pricing decisions.	Explain the relationship between price and purchasing decisions.
					List the factors that influence price.
					Calculate the price of a product/service or line of products/services using different pricing methods.
				Use technology to determine prices.	Explain the impact of technology on the roles of buyers and sellers in determining price.
					Demonstrate the use of technology in determining the price for a product/service.

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BAPE02.01	Customer Service	#5: Principles of Marketing Research #6: Principles of Sales Management	Use strategies necessary to determine appropriate level of customer service.	Determine the appropriate activities to achieve high quality customer service.	Describe the level of customer service appropriate for a product/service or firm.
					Determine customer service needs based on customer contact.
					Maintain a file of key information about customers.
					Develop a system for contacting customers periodically.
				Determine activities necessary to offer the benefits of self service.	Describe the activities necessary to offer self-service.
					Develop a plan to offer self-service for a line of products/services.
BAPE03.01	Selling	#6: Principles of Sales Management #7: Principles of Marketing Communications	Take necessary action to determine customer needs and wants and to respond through planned, personalized communication that influences purchase decisions.	Demonstrate techniques to achieve personal selling.	List and demonstrate the steps in the personal selling process.
					Explain the role of personal selling in building customer relationships.
				Demonstrate appropriate techniques to achieve electronic selling.	Identify the types of electronic marketing.
					Explain the benefits and liabilities of electronic marketing to a specific product/service or firm.
					Design a sales campaign for a product or service utilizing web-based marketing or e-mail.
BAPE03.02	Selling	#6: Principles of Sales Management #7: Principles of Marketing Communications	Establish selling philosophies to develop customer loyalty and profitability.	Develop selling policies that encourage long-term client relationships.	Provide for effective customer service.
					Document expected ethical behaviors.
					Create value-added strategies.
					Document expectations for post-sale follow up.
				Analyze current business conditions to isolate external factors affecting the selling relationship.	Determine the legal requirements that apply to selling.
					Identify common and accepted practice as appropriate to the situation.
					Analyze current economic conditions.
					Explain position relative to competitive environment.

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BAPE03.03	Selling	#6: Principles of Sales Management #7: Principles of Marketing Communications	Utilize product and company attributes to help the customer understand benefit outcomes.	Develop benefit statements to show their unique relationship to the company.	Acquire company information relevant to the customer.
					Analyze company information to determine benefits.
					Identify benefits unique to company.
				Develop benefit statements to show their relationship to a product or service.	Acquire product information relevant to customer.
					Analyze product information to determine benefits.
					Identify benefits unique to product or brand.
				Identify value-added considerations to show their relationship to a product or service.	Emphasize brand promise.
					Explain warranties and guarantees.
					Upsell options relative to customer needs or wants (only).
					Suggest related products as appropriate.
BAPE03.04	Selling	#6: Principles of Sales Management #7: Principles of Marketing Communications	Analyze client characteristics to facilitate the buying process.	Identify client purchasing processes to integrate significant elements into buying process.	Determine demographic characteristics relative to purchase decision.
					Analyze psychographic characteristics relative to purchase decision.
					Analyze historical buying patterns and relationships.
				Determine motives to help define customer buying process.	Determine basic needs and wants.
					Identify customer motives.
					Differentiate between organizational and consumer behavior.
					Address personality needs.
					Analyze decision-making process.

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BAPE03.05	Selling	#6: Principles of Sales Management #7: Principles of Marketing Communications	Use accepted processes to complete the buying process.	Conduct prospecting to maintain or increase client base.	Select prospecting techniques.
					Construct prospect list.
					Qualify leads.
				Make a sales presentation to encourage customer to buy a product or use a service.	Maintain data.
					Determine decision-makers and gatekeepers.
					Customize selling message to appropriate individual.
					Prepare support materials.
					Organize sales presentation to the interests of the decision-maker.
					Educate the client throughout sales presentation.
					Convert objections to benefits relative to client needs.
					Negotiate close.
					Develop and implement a follow-up plan to enhance satisfaction and encourage a continuing relationship.
				Identify appropriate follow-up activities.	
				Follow up in a timely fashion.	
				Resolve complaints.	
Take corrective action as appropriate.					
Provide continuing education and training.					
BAPE04.01	Distribution	#7: Principles of Marketing Communications	Utilize standard processes to move, store, locate and/or transfer ownership of goods and services.	Determine appropriate channels to distribute goods and services.	List and explain five channels of distribution.
					Explain the relationship between customer service, price and channel of distribution.
					Determine appropriate channel of distribution for a product/service or line of products/services.

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BAPE05.01	Promotion	#7: Principles of Marketing Communications #8: Principles of Merchandising #9: Consumer Behavior	Disseminate information about products/services or firm to achieve a desired outcome for a product or service.	Develop a plan to promote a product/service.	List and explain the various forms of sales promotion.
					Evaluate the various forms of sales promotion with regard to a specific line of products/services or firm.
					Determine appropriate use of sales promotion for a specific line of products/services or firm.
				Prepare an advertising plan to promote a product/service.	List and explain the various advertising media.
					Evaluate the appropriateness of various advertising media for a specific line of products/services or firm.
					Develop an advertising plan for a specific line of products/services or firm.
				Utilize various forms of publicity to promote product/service.	List and explain the various forms of publicity.
					Develop a plan to utilize publicity for a specific line of products/services or firm.
				Exhibit a clear and concise understanding of ethical behavior to promote a product/service.	List and explain how various forms of moral and ethical promotion lead to customer trust.
					Prepare a form of promotion with regard to both "truth in advertising" and "government instituted laws."
				Develop a plan to use all forms of promotional mix to develop a well-rounded sales campaign.	List and explain the basic types of a promotional mix.
					Evaluate how all types of a promotional mix will coordinate in a small-scale sales campaign.
					Develop a sales campaign utilizing all four types of promotional mix to assure a product/service is widely recognized.
				Use appropriate terminology to promote a product or service.	Demonstrate appropriate uses of the computer in the different areas of promotion.
Utilize computer technology to convey the promotional message to the customer.					
Exhibit a clear and concise understanding of promotion to market a product or service.	List and define the concept of promotion.				
	Demonstrate how the types of promotion encompass and compliment the other functions of marketing.				

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BAPE06.01	Communications	#5: Principles of Marketing Research #7: Principles of Marketing Communications	Utilize concepts, strategies and systems necessary to interact effectively with others.	Apply effective presentation skills to a marketing/sales situation.	Explain the difference between persuasive and informative presentations.
					Develop a sales presentation for marketing a specific product/service.
					Exhibit negotiation skills in marketing of product/service.
				Exhibit verbal communication skills to provide information at staff meetings and trade shows.	Communicate ideas gained from staff meetings and trade shows with co-workers, supervisors and customers.
					Network with potential customers.
					Conduct staff meetings.
					Develop potential partnerships.
BAPE06.02	Communications	#5: Principles of Marketing Research #7: Principles of Marketing Communications	Develop and deliver the effective customer relations skills to provide good customer service.	Inform and update co-workers and supervisors of progress and concerns to meet customer needs.	Share product/service and company information with co-workers and supervisors.
					Share innovative ideas in selling particular products and services.
					Inform supervisors of customer questions and requests.
				Shares ideas about selling and maintaining products/services with customers and co-workers to maintain sales continuity.	Read product/service and company information.
					Relate product/service and company information to co-workers, supervisors and customers.
					Inform supervisors of customer questions and requests.
BAPE06.03	Communications	#4: Marketing #5: Principles of Marketing Research #7: Principles of Marketing Communications	Provide ethical, legal and culturally sensitive information to customers and co-workers.	Exercise cultural sensitivity to interact with customers and co-workers.	Research current domestic and international affairs related to market.
					Develop strategies and promotional ideas regarding current issues that relate to the target audience.
				Examine ethical and legal issues to provide information in a given marketing situation.	Explain reasons for safeguarding confidential information.
					Describe why you should provide honest information to and about consumers.
					Discuss ethical methods of communicating information to others.

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BAPE07.01	Product/Service Management	#10: Marketing Management	Apply the concepts and processes necessary to obtain, develop, maintain and improve a product/service mix.	Examine consumer products/services to compare them to industrial productions/services.	List and define consumer products/services.
					List and define industrial products/services.
				Develop a product/service mix to service a selected market.	Prepare a list of potential products/services.
					Analyze product/service liability risks.
					Select products/services to market.
				Conduct research for potential new products/services to market to meet customer needs.	Analyze requests from customers.
					Review new products/services from catalogs, trade shows, and advertisements.
					Prepare list of possible products/services.
BAPE07.02	Product/Service Management	#10: Marketing Management	Apply the product/service management function to a marketing business.	Explain the importance of product/service management to a marketing business.	Define product/service management.
					List the benefits of product/service management.
					Describe the classes of product/service management.
					Explain the role of product/service management in marketing.
				Explain the impact of product life cycles to marketing decisions.	Define the following: product life cycle, introduction, growth, and maturity.
					Identify the stages of a product life cycle.
					Discuss the impact of each step of the life cycle and decision making.
				Use technology to perform functions of product/service management.	Identify ways that the use of technology impacts product/service management.
					Explain specific applications of technology in product/service management.
				Explain the relationship of business ethics to product/service management.	Describe ethical consideration in product packaging.
Explain how planned obsolescence is an ethical issue for business.					
Explain ethical issues associated with product liability.					

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BAPE07.03	Product/Service Management	#10: Marketing Management	Apply various types of quality assurance to product service management.	Maximize the use of grades and standards to product service management.	Define the terms grades and standards.
					Explain the reasons for using grades and standards.
					Describe the ways that grades and standards aid in buying and selling.
				Explain the importance of warranties and guarantees to product service management.	Define the following: warranty, express warranty, implied warranty, full warranty, limited warranty, and guarantee.
					Identify the provisions of a full warranty.
					Describe the purposes of warranties and guarantees.
				Identify the provisions of appropriate agencies to protect consumers.	Describe the forms of consumer protection associated with product/service management.
					Explain why consumer protection is needed in product/service management.
					Discuss the role of government and private agencies in protecting consumers.
BAPE07.04	Product/Service Management	#10: Marketing Management	Create a product mix that meets the needs of customers and produces a profit for the company.	Determine ways to achieve product mix.	Define product mix, product item, product line, width, depth, consistency, expansion, contraction, alteration, trading up, trading down and positioning.
					Discuss ways in which product lines can be organized.
				Relate the importance of product bundling to marketing products.	Define the term "product bundling."
					Identify the reasons for bundling products.
					Describe ways in which products can be bundled.
				Develop a plan to create a product mix.	Explain the impact of bundling on pricing decisions.
					Describe considerations in selecting product mix strategies.
				Identify factors that can minimize costs in developing a product mix.	

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Determine appropriate services to offer customers within a product mix.	Discuss reasons for providing services to customers. Identify possible services to provide for customers. Determine the costs associated with providing specific services to customers. Develop an appropriate set of services for customers within a product mix.
BAPE07.05	Product/Service Management	#10: Marketing Management	Apply marketing factors to position products and services in a business.	Describe marketing factors that are used to position products and services in a business.	Define competitive advantage and positioning. Explain the relationship between target market and positioning.
				Use product branding to position products and services.	Define brand, brand name, brand mark, generic brand, national brand, private brand and licensing. Explain the advantage(s) of branding to a business. Discuss the factors that affect the decision to brand/hot brand.
				Explain the role of customer service to positioning/image of product/service.	Explain the importance of customer service to positioning/image. Describe the elements of customer service that can be considered in establishing specific images. Discuss the trade-offs associated with establishing a level of customer service.

Additional Recommended  
CTE/Degree Major Courses:  
#3: Principles of Sales and  
Promotion  
#11: International Marketing