

Student's Name/Initial:

/

Date:

Teacher's Initials:

Date:

MARKETING MANAGEMENT STUDENT PROFILE

COURSE CODE: 5431

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
2 - Moderately skilled--can perform task completely with limited supervision
1 - Limitedly skilled--requires instruction and close supervision
N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
2 - Moderately knowledgeable--understands the concept
1 - Limitedly knowledgeable--requires additional instruction
N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___ 1. Review school safety policies and procedures.
___ ___ ___ ___ 2. Review classroom safety rules and procedures.
___ ___ ___ ___ 3. Review safety procedures for using equipment in the classroom.
___ ___ ___ ___ 4. Identify major causes of work-related accidents in office environments.
___ ___ ___ ___ 5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___ 1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
___ ___ ___ ___ 2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
___ ___ ___ ___ 3. Explain the benefits and responsibilities of being a member of a CTSO.
___ ___ ___ ___ 4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___ 5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___ 1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
___ ___ ___ ___ 2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
___ ___ ___ ___ 3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
___ ___ ___ ___ 4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
___ ___ ___ ___ 5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___ 6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
___ ___ ___ ___ 7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___ 1. Demonstrate punctuality.
___ ___ ___ ___ 2. Demonstrate self-representation.
___ ___ ___ ___ 3. Demonstrate work ethic.
___ ___ ___ ___ 4. Demonstrate respect.
___ ___ ___ ___ 5. Demonstrate time management.
___ ___ ___ ___ 6. Demonstrate integrity.
___ ___ ___ ___ 7. Demonstrate leadership.
___ ___ ___ ___ 8. Demonstrate teamwork and collaboration.
___ ___ ___ ___ 9. Demonstrate conflict resolution.
___ ___ ___ ___ 10. Demonstrate perseverance.
___ ___ ___ ___ 11. Demonstrate commitment.
___ ___ ___ ___ 12. Demonstrate a healthy view of competition.
___ ___ ___ ___ 13. Demonstrate a global perspective.
___ ___ ___ ___ 14. Demonstrate health and fitness.
___ ___ ___ ___ 15. Demonstrate self-direction.
___ ___ ___ ___ 16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

- | 3 | 2 | 1 | N | |
|---|---|---|---|--|
| — | — | — | — | 1. Demonstrate effective speaking and listening skills. |
| — | — | — | — | 2. Demonstrate effective reading and writing skills. |
| — | — | — | — | 3. Demonstrate mathematical reasoning. |
| — | — | — | — | 4. Demonstrate job-specific mathematics skills. |
| — | — | — | — | 5. Demonstrate critical-thinking and problem-solving skills. |
| — | — | — | — | 6. Demonstrate creativity and resourcefulness. |
| — | — | — | — | 7. Demonstrate an understanding of business ethics. |
| — | — | — | — | 8. Demonstrate confidentiality. |
| — | — | — | — | 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates. |
| — | — | — | — | 10. Demonstrate diversity awareness. |
| — | — | — | — | 11. Demonstrate job acquisition and advancement skills. |
| — | — | — | — | 12. Demonstrate task management skills. |
| — | — | — | — | 13. Demonstrate customer-service skills. |

F. PROFESSIONAL DEVELOPMENT

- | 3 | 2 | 1 | N | |
|---|---|---|---|--|
| — | — | — | — | 1. Explain the role of leadership and supervision in marketing management. |
| — | — | — | — | 2. Perform tasks related to leadership and supervision in marketing management. |
| — | — | — | — | 3. Identify characteristics of an effective supervisor. |
| — | — | — | — | 4. Explain the types of leadership styles. |
| — | — | — | — | 5. Identify the management functions. |
| — | — | — | — | 6. Explain ways to develop a positive working environment and positive peer relationships. |
| — | — | — | — | 7. Demonstrate how to complete job tasks. |
| — | — | — | — | 8. Plan, organize, and conduct staff meetings. |
| — | — | — | — | 9. Explain management's role in customer relations. |
| — | — | — | — | 10. Explain the importance of a professional attitude. |
| — | — | — | — | 11. Discuss the importance of business communication. |

G. ORGANIZATIONAL SKILLS

- | 3 | 2 | 1 | N | |
|---|---|---|---|---|
| — | — | — | — | 1. Define the steps involved in planning. |
| — | — | — | — | 2. Explain the importance of planning. |
| — | — | — | — | 3. Develop a personnel organization plan. |
| — | — | — | — | 4. Assign responsibilities. |
| — | — | — | — | 5. Delegate authority. |
| — | — | — | — | 6. Explain time management principles. |
| — | — | — | — | 7. Use time management principles. |
| — | — | — | — | 8. Explain the concept of dealing with stress management. |

H. INFORMATION MANAGEMENT

- | 3 | 2 | 1 | N | |
|---|---|---|---|---|
| — | — | — | — | 1. Explain the importance of marketing information. |
| — | — | — | — | 2. Identify sources of marketing information. |
| — | — | — | — | 3. Define demand analysis. |
| — | — | — | — | 4. Explain how one would use information from demand analysis in marketing. |
| — | — | — | — | 5. Define sales potential. |
| — | — | — | — | 6. Describe the use of sales forecasting in marketing, including estimating sales in dollars or units for a specific time period. |
| — | — | — | — | 7. Analyze the environments in which business operates. |
| — | — | — | — | 8. Explain the importance of marketing research. |
| — | — | — | — | 9. Explain primary marketing information. |
| — | — | — | — | 10. Explain secondary marketing information. |
| — | — | — | — | 11. Explain the steps of the marketing research process. |
| — | — | — | — | 12. Define market share. |
| — | — | — | — | 13. Identify factors that affect market share. |

I. PROMOTION

- | 3 | 2 | 1 | N | |
|---|---|---|---|--|
| — | — | — | — | 1. Describe types of sales promotion. |
| — | — | — | — | 2. Describe the role of personal selling in promotion. |
| — | — | — | — | 3. Explain factors that affect the promotional mix. |
| — | — | — | — | 4. Develop a promotional plan for a specific product or service. |

J. MARKETING STRATEGY DEVELOPMENT

- | 3 | 2 | 1 | N | |
|---|---|---|---|---|
| — | — | — | — | 1. Explain the importance of a comprehensive marketing strategy. |
| — | — | — | — | 2. Explain the purpose of a vision statement and a mission statement and their importance to a business. |
| — | — | — | — | 3. Explain company image and its importance. |
| — | — | — | — | 4. Explain the concept of positioning. |
| — | — | — | — | 5. Explain the basic principles of business ethics and their importance. |
| — | — | — | — | 6. Explain the influence of company culture on the overall marketing strategy. |
| — | — | — | — | 7. Explain the importance of internal and external marketing. |
| — | — | — | — | 8. Explain how hiring decisions affect company culture and vice versa. |
| — | — | — | — | 9. Explain the critical importance of customer service and its relationship to internal and external marketing. |
| — | — | — | — | 10. Explain the rights of the consumer, including privacy issues. |
| — | — | — | — | 11. Describe the elements of a successful marketing strategy. |
| — | — | — | — | 12. Explain the potential global opportunities for and threats to the marketing strategy. |
| — | — | — | — | 13. Describe the potential opportunities for green marketing. |

K. PRODUCT AND SERVICE MARKETING

- | 3 | 2 | 1 | N | |
|---|---|---|---|---|
| — | — | — | — | 1. Explain product, service, and product/service mix. |
| — | — | — | — | 2. Describe the process of product/service planning. |
| — | — | — | — | 3. Explain why companies use product/service brands. |
| — | — | — | — | 4. Explain the roles of person-, place-, idea-, event-, and cause-related marketing. |
| — | — | — | — | 5. Examine the elements of a marketing plan for products and services. |
| — | — | — | — | 6. Differentiate marketing products/services on the Internet with marketing in a brick and mortar business. |

L. MARKETING RESEARCH AND SEGMENTATION

3 2 1 N

- ___ ___ ___ 1. Explain the purpose of marketing research.
- ___ ___ ___ 2. Describe the steps in the marketing research process.
- ___ ___ ___ 3. Analyze the importance of using marketing research in marketing decision making.
- ___ ___ ___ 4. Determine the target market and competition for selected products/services.
- ___ ___ ___ 5. Explain the importance of market share.
- ___ ___ ___ 6. Explain the concept and value of market segmentation.
- ___ ___ ___ 7. Explain customer profiling.
- ___ ___ ___ 8. Conduct marketing research.
- ___ ___ ___ 9. Present marketing research findings in a written and oral report.

M. MARKETING COMMUNICATION MANAGEMENT

3 2 1 N

- ___ ___ ___ 1. Describe elements of and potential barriers to communication.
- ___ ___ ___ 2. Analyze the role of communication within an organization.
- ___ ___ ___ 3. Explain the importance of alliances/networking with other organizations.
- ___ ___ ___ 4. Describe the role of public relations.
- ___ ___ ___ 5. Describe various advertising media.
- ___ ___ ___ 6. Describe uses of social media networks in marketing communication.
- ___ ___ ___ 7. Describe ways for a small organization to advertise effectively and economically.
- ___ ___ ___ 8. Describe the role of personal selling.
- ___ ___ ___ 9. Describe the relationship between marketing and operations.
- ___ ___ ___ 10. Analyze internal and external threats to information security and reputation.

N. MARKETING BUDGETS

3 2 1 N

- ___ ___ ___ 1. Describe types, purposes, and uses of budgets.
- ___ ___ ___ 2. Relate the financial statement to the budgeting process.

- ___ ___ ___ 3. Describe how the use of a budget affects marketing and planning.
- ___ ___ ___ 4. Make operating decisions using a budget.

O. DECISION MAKING AND PROBLEM SOLVING IN MARKETING

3 2 1 N

- ___ ___ ___ 1. Describe ways to generate creative thinking.
- ___ ___ ___ 2. Examine problem-solving and decision-making techniques.
- ___ ___ ___ 3. Explain the purposes for measuring outcomes.
- ___ ___ ___ 4. Develop an action plan.

P. INVESTIGATION OF THE PRODUCT/SERVICE LIFE CYCLE

3 2 1 N

- ___ ___ ___ 1. Describe the stages in the product/service life cycle.
- ___ ___ ___ 2. Identify strategies for using the product/service life cycle.
- ___ ___ ___ 3. Apply marketing core standards to the development, production, and marketing of a new product/service.
- ___ ___ ___ 4. Explain the concept of shelf life and its relationship to profit.

Q. PRODUCTS AND SERVICES PRICING

3 2 1 N

- ___ ___ ___ 1. Analyze the factors that influence pricing.
- ___ ___ ___ 2. Determine pricing objectives or goals.
- ___ ___ ___ 3. Describe the legal responsibilities in pricing.
- ___ ___ ___ 4. Describe the impact of alternative delivery systems (e.g., Web sites, social media, buyer services, Direct Buy) on pricing.

R. DISTRIBUTION AND INVENTORY MANAGEMENT

3 2 1 N

- ___ ___ ___ 1. Explain channels of distribution for consumer and industrial products and services.

- ___ ___ ___ 2. Select appropriate physical distribution methods for a variety of products/services.
- ___ ___ ___ 3. Compare various inventory systems.
- ___ ___ ___ 4. Explain the importance of managing productivity and inventory control accuracy.
- ___ ___ ___ 5. Explain how sales forecasting and inventory systems impact each other.
- ___ ___ ___ 6. Explain how distribution and inventory control have evolved as a result of technology.

S. FINANCIALS

3 2 1 N

- ___ ___ ___ 1. Explain the function of financing in marketing management.
- ___ ___ ___ 2. Apply skills related to the function of financing in marketing management.
- ___ ___ ___ 3. Discuss the purposes of financial management.
- ___ ___ ___ 4. Describe the workings of the income statement and balance sheet.
- ___ ___ ___ 5. Describe cash flow planning.
- ___ ___ ___ 6. Explain the importance of cash flow planning to financial management.