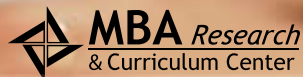


# Marketing Applications

## Course Profile



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CG-10-008

# **Course Description and Learning Outcomes**

## Section 1

<b>Course Title</b>	Marketing Applications
<b>Description</b>	Marketing Applications furthers student understanding and skills in the various marketing functions. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course along with four projects.
<b>Performance Indicators</b>	78
<b>Credit</b>	One unit
<b>Program of Study</b>	Marketing Applications is the fifth technical course in the MBA <i>Research</i> Marketing Program of Study.
<b>Grade Level</b>	12

**Instructional Area****COMMUNICATION SKILLS****Performance Element**

**Write internal and external business correspondence to convey and obtain information effectively.**

**Performance Indicators**

Write persuasive messages (CO:031) (SP)  
Prepare simple written reports (CO:094) (SP)  
Write executive summaries (CO:091) (SP)

**Instructional Area****CUSTOMER RELATIONS****Performance Element**

**Understand the nature of customer relationship management to show its contributions to a company.**

**Performance Indicators**

Discuss the nature of customer relationship management (CR:016, CR LAP 2) (CS)  
Explain the role of ethics in customer relationship management (CR:017) (SP)  
Describe the use of technology in customer relationship management (CR:018) (SP)

**Instructional Area****ECONOMICS****Performance Element**

**Acquire knowledge of the impact of government on business activities to make informed economic decisions.**

**Performance Indicators**

Describe the nature of taxes (EC:072, EC LAP 27) (SP)

**Performance Element**

**Analyze cost/profit relationships to guide business decision-making.**

**Performance Indicators**

Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)  
Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)  
Explain the impact of the law of diminishing returns (EC:023) (SP)

**Performance Element**

**Understand economic indicators to recognize economic trends and conditions.**

**Performance Indicators**

Describe the economic impact of inflation on business (EC:083, EC LAP 28) (SP)  
Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP)  
Discuss the impact of a nation's unemployment rates (EC:082, EC LAP 29) (SP)  
Explain the economic impact of interest-rate fluctuations (EC:084) (SP)  
Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP)

**Instructional Area****ECONOMICS (cont'd)****Performance Element**

**Determine global trade's impact on business decision-making.**

**Performance Indicators**

Explain the nature of global trade (EC:016, EC LAP 4) (SP)  
Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, EC LAP 30) (SP)  
Discuss the impact of culture and social issues on global trade (EC:045, EC LAP 24) (SP)

**Instructional Area****EMOTIONAL INTELLIGENCE****Performance Element**

**Use communication skills to foster open, honest communications.**

**Performance Indicators**

Explain ethical considerations in providing information (EI:038) (SP)

**Performance Element**

**Use communication skills to influence others.**

**Performance Indicators**

Persuade others (EI:012, QS LAP 10) (SP)  
Demonstrate negotiation skills (EI:062, EI LAP 8) (SP)

**Performance Element**

**Manage stressful situations to minimize negative workplace interactions.**

**Performance Indicators**

Explain the nature of stress management (EI:028, EI LAP 25) (SP)

**Instructional Area****FINANCIAL ANALYSIS****Performance Element**

**Acquire a foundational knowledge of accounting to understand its nature and scope.**

**Performance Indicators**

Describe the need for financial information (FI:579, FI LAP 9) (CS)

**Performance Element**

**Implement accounting procedures to track money flow and to determine financial status.**

**Performance Indicators**

Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)  
Explain the nature of balance sheets (FI:093, FI LAP 10) (SP)  
Describe the nature of income statements (FI:094, FI LAP 4) (SP)

**Instructional Area****FINANCIAL ANALYSIS (cont'd)****Performance Element**

**Manage financial resources to ensure solvency.**

**Performance Indicators**

Describe the nature of budgets (FI:106, FI LAP 3) (SP)

**Instructional Area****MARKETING****Performance Element**

**Understand marketing's role and function in business to facilitate economic exchanges with customers.**

**Performance Indicators**

Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)—  
Review if *Marketing Principles* course used

**Performance Element**

**Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.**

**Performance Indicators**

Explain factors that influence customer/client/business buying behavior (MK:014, MK LAP 6) (SP)  
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, MK LAP 3) (SP)

**Instructional Area****PROFESSIONAL DEVELOPMENT****Performance Element**

**Utilize critical-thinking skills to determine best options/outcomes.**

**Performance Indicators**

Use time-management skills (PD:019, PD LAP 1) (SP)  
Demonstrate appropriate creativity (PD:012, QS LAP 5) (SP)

**Instructional Area****CHANNEL MANAGEMENT****Performance Element**

**Manage channel activities to minimize costs and to determine distribution strategies.**

**Performance Indicators**

Coordinate channel management with other marketing activities (CM:007) (SP)  
Explain the nature of channel-member relationships (CM:008) (SP)

**Instructional Area****MARKETING-INFORMATION MANAGEMENT****Performance Element**

**Interpret marketing information to test hypotheses and/or to resolve issues.**

**Performance Indicators**

Explain techniques for processing marketing data (IM:062) (SP)

Explain the use of descriptive statistics in marketing decision making (IM:191) (SP)

**Performance Element**

**Evaluate marketing research procedures and findings to assess their credibility.**

**Performance Indicators**

Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (IM:292) (SP)

Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (IM:293) (SP)

Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (IM:428) (SP)

**Instructional Area****MARKET PLANNING****Performance Element**

**Employ marketing-information to develop a marketing plan.**

**Performance Indicators**

Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)

Explain the role of situation analysis in the marketing planning process (MP:008) (SP)

Explain the nature of sales forecasts (MP:013, MP LAP 5) (SP)

**Instructional Area****PRODUCT/SERVICE MANAGEMENT****Performance Element**

**Generate product ideas to contribute to ongoing business success.**

**Performance Indicators**

Identify methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP)

Generate product ideas (PM:128) (SP)

**Performance Indicators**

**Employ product-mix strategies to meet customer expectations.**

**Performance Indicators**

Describe the nature of product bundling (PM:041) (SP)

**Performance Element**

**Position company to acquire desired business image.**

**Performance Indicators**

Describe factors used by businesses to position corporate brands (PM:207) (SP)

<b>Instructional Area</b>	<b>PROMOTION</b>
<b>Performance Element</b>	<b>Understand the use of an advertisement's components to communicate with targeted audiences.</b>
<b>Performance Indicators</b>	Explain the components of advertisements (PR:014) (SP) Explain the importance of coordinating elements in advertisements (PR:251) (SP)
<b>Performance Element</b>	<b>Understand the use of public-relations activities to communicate with targeted audiences.</b>
<b>Performance Indicator</b>	Identify types of public-relations activities (PR:252) (SP) Discuss internal and external audiences for public-relations activities (PR:253) (SP)
<b>Performance Element</b>	<b>Understand the use of trade shows/expositions to communicate with targeted audiences.</b>
<b>Performance Indicator</b>	Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences (PR:254) (SP) Explain considerations used to evaluate whether to participate in trade shows/expositions (PR:255) (SP)
<b>Performance Element</b>	<b>Manage promotional activities to maximize return on promotional efforts.</b>
<b>Performance Indicator</b>	Explain the nature of a promotional plan (PR:073) (SP) Coordinate activities in the promotional mix (PR:076) (SP)
<b>Instructional Area</b>	<b>SELLING</b>
<b>Performance Element</b>	<b>Understand sales activities to show command of their nature and scope.</b>
<b>Performance Indicators</b>	Explain the impact of sales cycles (SE:380) (SP)
<b>Performance Element</b>	<b>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</b>
<b>Performance Indicators</b>	Differentiate between consumer and organizational buying behavior (SE:112) (SP) Identify emerging trends for use in selling (SE:404) (SP)
<b>Performance Element</b>	<b>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</b>
<b>Performance Indicators</b>	Discuss motivational theories that impact buying behavior (SE:359) (SP)



<b>Instructional Area</b>	<b>SELLING (cont'd)</b>
<b>Performance Element</b>	<b>Perform pre-sales activities to facilitate sales presentation.</b>
<b>Performance Indicators</b>	<p>Prospect for customers (SE:001, SE LAP 116) (SP)</p> <p>Qualify customers/clients (SE:400) (SP)</p> <p>Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings) (SE:369) (SP)</p> <p>Book appointments with prospective clients (SE:366) (SP)</p> <p>Prepare sales presentation (SE:067) (SP)</p> <p>Create a presentation software package to support sales presentation (SE:119) (SP)</p>
<b>Performance Element</b>	<b>Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</b>
<b>Performance Indicators</b>	<p>Address needs of individual personalities (SE:810, SE LAP 112) (SP)</p> <p>Determine customer's buying motives for use in selling (SE:883, SE LAP 109) (SP)</p> <p>Facilitate customer/client buying decisions (SE:811, SE LAP 108) (SP)</p> <p>Assess customer/client needs (SE:113) (SP)</p> <p>Demonstrate product (SE:893, SE LAP 103) (SP)</p> <p>Prescribe solution to customer/client needs (SE:115) (SP)</p> <p>Convert customer/client objections into selling points (SE:874, SE LAP 100) (SP)</p> <p>Close the sale (SE:895, SE LAP 107) (SP)</p> <p>Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)</p> <p>Negotiate sales terms (SE:392) (SP)</p> <p>Maintain sales standards (SE:387) (SP)</p> <p>Sell good/service/idea to individuals (SE:046) (SP)</p> <p>Sell good/service/idea to groups (SE:073) (SP)</p>
<b>Performance Element</b>	<b>Process the sale to complete the exchange.</b>
<b>Performance Indicators</b>	Process sales documentation (SE:117) (SP)

**Introduction**

To aid with instructional planning, a listing of supporting objectives for each of the performance indicators is provided. The performance indicators are sequenced by instructional area and are not intended to provide instructional sequence for the course. That information is found in Section 2 of the course profile.

**Instructional Area****COMMUNICATIONS****Performance Indicator and Objectives****Write persuasive messages (CO:031) (SP)**

- a. Define the term persuasive messages.
- b. Identify types of persuasive messages written by businesses.
- c. Explain the importance of writing persuasive messages.
- d. Describe characteristics of effective persuasive messages.
- e. Demonstrate procedures for writing persuasive messages.

**Performance Indicator and Objectives****Prepare simple written reports (CO:094) (SP)**

- a. Identify types of simple written reports used in business.
- b. Explain characteristics of simple written reports.
- c. Prepare a simple written report.

**Performance Indicator and Objectives****Write executive summaries (CO:091) (SP)**

- a. Explain the purpose of executive summaries.
- b. Identify the primary audience for executive summaries.
- c. Discuss situations when executive summaries are needed.
- d. Describe the components/format of executive summaries.
- e. Discuss what an executive summary can do to appeal to the audience (e.g., establish the need or problem, recommend a solution and explain its value, and create your competitive advantage).
- f. Identify questions to answer when writing an executive summary.
- g. Identify tips that writers can use to appeal to executive-summary readers.
- h. Demonstrate how to write an executive summary.

**Instructional Area****CUSTOMER RELATIONS****Performance Indicator and Objectives****Discuss the nature of customer relationship management (CR:016, CR LAP 2) (CS)**

- a. Define the following terms: customer relationship management (CRM), customer experience management (CEM), customer-centric strategy, touch points, customer lifecycle, continuous improvement, and business process management (BPM).
- b. Discuss the nature of customer relationships in today's society.
- c. Explain goals of customer relationship management (CRM).
- d. Discuss the importance of formulating a CRM strategy prior to implementing CRM processes and tools.
- e. Describe common CRM processes.
- f. Describe the role of customer experience management (CEM) in customer relationship management (CRM).
- g. Discuss the use of customer information in customer relationship management.
- h. Discuss the role of corporate culture in customer relationship management.
- i. Explain the impact of organizational structure on customer relationship management.
- j. Describe the relationship of customer relationship management and continuous improvement.
- k. Discuss the relationship of customer relationship management and business process management.
- l. Explain ways in which customer relationship management can benefit a business.

**Performance Indicator and Objectives****Explain the role of ethics in customer relationship management (CR:017) (SP)**

- a. Define the terms informed consent and integrity.
- b. Describe the importance of trust in customer/business relationships.
- c. Discuss loyalty issues in customer/business relationships.
- d. Describe ethical issues related to the collection of customer information.
- e. Explain situations in which employees/departments involved in customer relationship management may be reluctant to share customer information with each other.
- f. Discuss ethical issues related to the sale of customer information to third parties.
- g. Discuss the impact of poor/unethical privacy practices on customer relationships.

**Instructional Area****Performance Indicator and Objectives****CUSTOMER RELATIONS (cont'd)****Describe the use of technology in customer relationship management (CR:018) (SP)**

- a. Define the following terms: client intelligence, cross-selling, up-selling, relationship mapping, personalization, segmentation, and clustering.
- b. Explain the difference between customer relationship management technology and customer relationship management.
- c. Describe types of customer relationship management tools (e.g., CRM applications, databases, data warehouses, etc.).
- d. Discuss customer relationship management software approaches (e.g., operational, analytical, collaborative, sales force automation, etc.).
- e. Explain types of data commonly stored in a CRM system (e.g., contact data, demographic data, transactional data, relationship data, etc.).
- f. Discuss the benefits and drawbacks associated with CRM technology.
- g. Explain how CRM technology can be used to create a "single view" of a customer.
- h. Explain the importance of cleansing, standardizing, and updating data in a CRM data warehouse.

**Instructional Area****Performance Indicator and Objectives****ECONOMICS****Describe the nature of taxes (EC:072, EC LAP 27) (SP)**

- a. Define the following terms: tax, revenue, expenditure, excise tax, income tax, property tax, and sales tax.
- b. Explain the importance of taxes in a market economy.
- c. List sources of tax monies paid to different levels of government.
- d. Identify ways that tax monies are used by the different levels of government.
- e. Describe tax structures.
- f. Explain the Internal Revenue Service's roles.
- g. Illustrate the impact of taxation on the circular flow of income model.
- h. Explain how government expenditures are financed.

**Performance Indicator and Objectives****Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)**

- a. Define the following terms: specialization of labor, division of labor, depth of jobs and scope of jobs.
- b. Describe how resources are involved in specialization.
- c. Identify forms of specialization of human resources.
- d. Describe specialization by trade or profession.
- e. Describe specialization by stage of production.
- f. Describe specialization by task.
- g. Explain the relationship between the depth and scope of a job.
- h. Describe the advantages of specialization.
- i. Explain the disadvantages of specialization.
- j. Describe ways to overcome the disadvantages of specialization.

**Instructional Area****ECONOMICS (cont'd)****Performance Indicator and Objectives****Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)**

- a. Define the following terms: labor union, local, national, federation, collective bargaining, strikes, picketing, boycotts, featherbedding, lockouts, injunctions and strikebreakers.
- b. Identify reasons that labor unions form.
- c. Identify types of labor issues.
- d. Classify types of unions.
- e. Describe levels of union organization.
- f. Describe types of union organization.
- g. Describe the collective bargaining process.
- h. Explain types of union negotiation strategies.
- i. Describe types of management negotiation strategies.
- j. Explain the effects of unionism on workers.
- k. Describe the effects of unionism on businesses.

**Performance Indicator and Objectives****Explain the impact of the law of diminishing returns (EC:023) (SP)**

- a. Define the following terms: stages of production, theory of production, production function, increasing returns, diminishing returns, law of diminishing returns, law of variable proportions, marginal product negative returns, marginal cost, total revenue, and marginal revenue.
- b. Explain the stages of production.
- c. Describe the impact of the law of diminishing returns on production decisions.
- d. Explain how total revenue and marginal revenue are used to determine the amount of output that will generate the most profit.

**Performance Indicator and Objectives****Describe the economic impact of inflation on business (EC:083, EC LAP 28) (SP)**

- a. Define the following terms: inflation, inflation rate, deflation, Consumer Price Index, standard of living, targeted inflation rate, and price stability.
- b. Describe causes of inflation.
- c. Explain how inflation impacts the economy.
- d. Describe the relationship between price stability and inflation.
- e. Explain problems associated with deflation.
- f. Discuss reasons why the inflation rate should be above zero.
- g. Explain how businesses can use the Consumer Price Index.
- h. Discuss the purpose of the Consumer Price Index (CPI).
- i. Describe how the Consumer Price Index is determined.
- j. Identify the major kinds of consumer spending that make up the Consumer Price Index.
- k. Explain how the Consumer Price Index is used to find the rate of inflation.
- l. Describe limitations on the use of the Consumer Price Index.

**Instructional Area****ECONOMICS (cont'd)****Performance Indicator and Objectives****Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP)**

- a. Define the following terms: gross domestic product (GDP), personal consumption expenditures, gross private domestic investment, government purchases of goods and services, net exports of goods and services, trade deficit, trade surplus, uncounted production, underground economy, and double counting.
- b. Identify the categories of goods and services that make up GDP.
- c. Describe problems encountered in calculating GDP.
- d. Explain the importance of a country's GDP.
- e. Describe ways to increase GDP.
- f. Describe how the government responds to changes in GDP.
- g. Describe ways that businesses respond to changes in GDP.

**Performance Indicator and Objectives****Discuss the impact of a nation's unemployment rates (EC:082, EC LAP 29) (SP)**

- a. Define the following terms: unemployment rate, frictional unemployment, structural unemployment, cyclical unemployment, seasonal unemployment, technological unemployment, and full employment.
- b. Discuss individual costs of unemployment.
- c. Describe economic benefits of unemployment.
- d. Explain theories of the causes of unemployment.
- e. Explain why the unemployment rate understates employment conditions.
- f. Describe the costs of unemployment for a nation.

**Performance Indicator and Objectives****Explain the economic impact of interest-rate fluctuations (EC:084) (SP)**

- a. Define the following terms: interest rate, nominal interest rate, real interest rate, interest-rate fluctuation, default risk, liquidity risk, maturity risk.
- b. Discuss causes of interest-rate fluctuations.
- c. Explain the impact of interest rate fluctuations on an economy.
- d. Describe the relationship between interest rates and the demand for money.
- e. Describe the relationship between inflation and interest rates.
- f. Discuss factors that create differences in the amount of interest charged on credit transactions (e.g., levels and kinds of risk, borrowers' and lenders' rights, and tax considerations).
- g. Describe kinds of risk associated with variances in interest rates (i.e., default, liquidity, and maturity).
- h. Explain how fiscal policies can affect interest rates.

**Performance Indicator and Objectives****Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP)**

- a. Define the following terms: business cycles, expansion, peak, contraction, and trough.
- b. Identify the phases of a business cycle.
- c. Describe the expansion phase of a business cycle.
- d. Describe the peak phase of a business cycle.
- e. Describe the contraction phase of a business cycle.
- f. Describe the trough phase of a business cycle.
- g. Explain how knowledge of business cycles benefits businesspeople.
- h. Describe internal causes of business cycles.
- i. Explain external causes of business cycles.

**Instructional Area****ECONOMICS (cont'd)****Performance Indicator and Objectives****Explain the nature of global trade (EC:016, EC LAP 4) (SP)**

- a. Define the following terms: imports, exports, international trade, absolute advantage, and comparative advantage.
- b. Describe reasons that international trade takes place.
- c. List gains from international trade.
- d. Identify ways in which the U.S. economy is affected by international trade.
- e. Describe types of trade barriers.
- f. Explain techniques used by governments to improve international trade relations.

**Performance Indicator and Objectives****Describe the determinants of exchange rates and their effects on the domestic economy (EC:100, EC LAP 30) (SP)**

- a. Define the terms exchange rate, exchange-rate quotation, free-floating currency, pegged currency, foreign-exchange market, strong/weak dollar, and arbitrage.
- b. Distinguish between direct and indirect exchange-rate quotations.
- c. Interpret exchange rates.
- d. Identify factors that increase demand for currencies.
- e. Explain factors that cause a currency to lose value relative to other currencies.
- f. Discuss how economic factors affect exchange rates.
- g. Explain how market psychology can affect exchange rates.
- h. Describe how political conditions can influence exchange rates.
- i. Distinguish between free-floating and pegged currency.
- j. Describe factors that influence free-floating currency.
- k. Identify institutions that utilize the foreign exchange market.
- l. Discuss types of financial instruments used in foreign exchange markets.
- m. Explain the advantages/disadvantages of a strong U.S. dollar.
- n. Describe the advantages/disadvantages of a weak U.S. dollar.
- o. Explain the risks of speculating on the price of foreign currency.

**Instructional Area****Performance Indicator and Objectives****ECONOMICS (cont'd)****Discuss the impact of culture and social issues on global trade (EC:045, EC LAP 24) (SP)**

- a. Describe Hofstede's dimensions of national cultures (i.e., individualism vs. collectivism, power distance, uncertainty avoidance, masculinity vs. femininity).
- b. Explain why business subcultures shape the behaviors of businesspeople.
- c. Explain how language impacts knowing when and how business will be conducted.
- d. Explain how culture influences communication.
- e. Discuss how the interrelationship of business law and religion impacts international business activities.
- f. Identify ways to overcome issues with the crossover of business law and religion in international business activities.
- g. Describe how corruption impacts international business activities.
- h. Explain how a country's level of involvement impacts international trade.
- i. Discuss how culture can hamper international trade.
- j. Explain how culture can impact trade partner selection.
- k. Describe how culture can impact negotiations in international trade.
- l. Discuss how culture can impact product delivery in international trade.
- m. Explain how positive/negative experiences with a culture can update one's beliefs.
- n. Describe how culture can impact the selection of trade goals in international trade.

**Instructional Area****Performance Indicator and Objectives****EMOTIONAL INTELLIGENCE****Explain ethical considerations in providing information (EI:038) (SP)**

- a. Explain the impact of providing false or misleading information.
- b. Discuss the potential impact of providing half-truths.
- c. Describe how providing information out of context can impact honest communications.
- d. Explain how withholding information can be harmful.
- e. Identify topics that should not be discussed with a competitor (e.g., prices, products and services, business practices, territories, distribution channels, or customers).
- f. Identify topics that should be avoided with coworkers.
- g. Explain the importance of a business's proprietary information.
- h. Cite examples of a business's proprietary information.
- i. Describe why employees should avoid posting company information in chat rooms, forums, or blogs.
- j. Discuss the need to follow company policy regarding communications with the media.
- k. Identify employee practices that would hamper confidentiality.
- l. Explain methods businesses use to protect their proprietary information.



**Instructional Area****EMOTIONAL INTELLIGENCE (cont'd)****Performance Indicator and Objectives****Persuade others (EI:012, QS LAP 10) (SP)**

- a. Explain the importance of being able to persuade others.
- b. Describe occasions in business for persuading others.
- c. Identify factors that determine a person's credibility with others.
- d. Explain techniques for persuading others.
- e. Demonstrate procedures for persuading others.

**Performance Indicator and Objectives****Demonstrate negotiation skills (EI:062, EI LAP 8) (SP)**

- a. Define the term negotiation.
- b. Identify business situations in which negotiation skills are needed.
- c. Describe negotiation techniques.
- d. Use negotiation skills in business situations.

**Performance Indicator and Objectives****Explain the nature of stress management (EI:028, EI LAP 25) (SP)**

- a. Define the terms stress and burnout.
- b. Describe signs of employee stress.
- c. Discuss causes of employee stress.
- d. Explain how stress can lead to burnout.
- e. Describe types of programs that companies can use to identify and alleviate employee stress.
- f. Explain wellness programs that can be used to prevent employee stress.

**Instructional Area****FINANCIAL ANALYSIS****Performance Indicator and Objectives****Describe the need for financial information (FI:579, FI LAP 9) (CS)**

- a. Discuss characteristics of useful financial information (e.g., credible, transparent, timely, understandable, comparable, reliable, etc.).
- b. Describe the usefulness of financial information in identifying trends.
- c. Explain how managers use financial information (e.g., in planning strategies, executing strategies, and feedback from execution of the strategy).
- d. Discuss the usefulness of financial information in contracts.
- e. Discuss how analysis of financial data aids in understanding accounting treatment.
- f. Describe how analysis of financial data aids in verifying information.
- g. Explain how analysis of financial data aids in determining variance.
- h. Discuss how analysis of financial data guides financial decision-making.

**Performance Indicator and Objectives****Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)**

- a. Define the terms cash flow and cash flow statement.
- b. Describe importance of adequate cash flow to business success.
- c. Identify sources of cash that flow into a business.
- d. Cite examples of sources of cash that flow out of a business.
- e. Explain how cash flow statements tell when, where, and how much money will flow into and out of a business.
- f. Distinguish between how new and established businesses estimate their cash flow figures.
- g. Describe the components of a cash flow statement.
- h. Explain how cash flow is calculated.

**Instructional Area****Performance Indicator and Objectives****FINANCIAL ANALYSIS (cont'd)****Explain the nature of balance sheets (FI:093, FI LAP 10) (SP)**

- a. Define the terms balance sheet, assets, accounts receivable, depreciation, liabilities, accounts payable, shareholders' equity, net worth, retained earnings, par value, capital surplus, treasury stock, reserve, and accounting equation.
- b. Identify examples of a business's current assets (e.g., cash and cash equivalents, short-term investments, receivables, inventories, prepaid expenses, notes receivable, etc.)
- c. Categorize examples of assets as current or long-term.
- d. Identify examples of a business's current liabilities (e.g., short-term loans, accounts payable, dividends and interest payable, bonds payable, consumer deposits, tax reserves, etc.).
- e. Categorize examples of liabilities as current or long-term.
- f. Describe sources of stockholders' equity (i.e., money from stock sales and profits put back into the business [retained earnings]).
- g. Explain why a balance sheet is considered a snapshot of a business's financial condition.
- h. Discuss the preparation of a balance sheet as it relates to that of an income statement.
- i. Describe the components of a balance sheet.
- j. Explain ways that a business can use its balance sheet.

**Performance Indicator and Objectives****Describe the nature of income statements (FI:094, FI LAP 4) (SP)**

- a. Define the terms: income statement, revenue, total revenue, cost of goods sold, gross profit, operating expenses, goodwill, depreciation, amortization, minority interests, discontinued operations, and net income.
- b. Explain the purpose of an income statement.
- c. Identify other names by which an income statement is known.
- d. Describe the categories of components on an income statement.
- e. Explain why an income statement is cumulative.
- f. Explain who analyzes the information found in income statements.
- g. Distinguish between depreciation expense and accumulated depreciation.

**Performance Indicator and Objectives****Describe the nature of budgets (FI:106, FI LAP 3) (SP)**

- a. Define the term budgets.
- b. Explain why budgets are about money.
- c. Describe how budgets are financial maps.
- d. Identify reasons that budgets are management tools.
- e. Explain the importance of budgets to business success.
- f. Identify ways that businesses can create budgets.
- g. Distinguish between general and specialized budgets.
- h. Describe characteristics of a successful budget.

**Instructional Area****MARKETING****Performance Indicator and Objectives****Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)—Review if *Marketing Principles* course used**

- a. Define the following terms: channel management, marketing-information management, pricing, product/service management, promotion, and selling.
- b. Explain the purposes of each marketing function.
- c. Describe the importance of each marketing function to marketing.
- d. Explain the interrelationships among marketing functions.

**Performance Indicator and Objectives****Explain factors that influence customer/client/business buying behavior (MK:014, MK LAP 6) (SP)**

- a. Define the following terms: behavior, perception, drive, cues, attitudes, beliefs and expectations.
- b. Discuss the role that needs and wants play in behavior.
- c. Explain the selective processes that consumers use to respond to stimuli.
- d. Distinguish between attitudes and beliefs.
- e. Explain how cultural influences affect consumer behavior.
- f. Describe how social influences impact consumer behavior.
- g. Discuss how a person's individual differences impact consumer behavior.
- h. Explain how psychological influences impact consumer behavior.
- i. Discuss situational influences that impact consumer behavior.
- j. Describe ways that final-consumer behavior differs from that of business customers.
- k. Explain how environmental influences affect business-customers' behavior.
- l. Discuss how organizational influences affect business-customers' behavior.
- m. Explain why marketers attempt to satisfy both a company's needs and those of individuals when working with business customers.

**Instructional Area****Performance Indicator and Objectives****MARKETING (cont'd)****Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, MK LAP 3) (SP)**

- a. Identify actions that companies can take to contribute to their success.
- b. Explain the importance of aligning company activities and strategies with business goals.
- c. Discuss the need for businesses to provide proper employee training.
- d. Describe the importance of protecting the business's reputation.
- e. Identify ways that businesses protect their reputations.
- f. Explain the importance of honest, clear communication within and outside the business.
- g. Discuss the need to provide excellent customer service for business success.
- h. Identify touch-point situations that can contribute to business success.
- i. Describe the need to use both rational and emotional motivation to close sales.
- j. Explain how demonstrating corporate responsibility contributes to company success.
- k. Identify ways that businesses can demonstrate corporate responsibility.
- l. Discuss the results businesses may achieve from taking positive actions (e.g., increased efficiency, brand value, market share, and customer loyalty; and an enhanced business reputation).
- m. Explain negative company actions that businesses should strive to avoid (e.g., not keeping promises, delivering low-quality goods and services, using high-pressure sales techniques, acting unethically, responding inappropriately to crises, failing to provide what customers want).
- n. Describe negative consequences that may result from businesses' negative actions.
- o. Distinguish between customer satisfaction and customer loyalty.

**Instructional Area****Performance Indicator and Objectives****PROFESSIONAL DEVELOPMENT****Use time-management skills (PD:019, PD LAP 1) (SP)**

- a. Define the terms time management, stress, procrastination, free time, weekly master list, to do list, and ABC principle.
- b. Identify the characteristics of time.
- c. List benefits of time management.
- d. Describe ways to manage time.
- e. Explain the time-management process.
- f. Use time-management principles.

**Performance Indicator and Objectives****Demonstrate appropriate creativity (PD:012, QS LAP 5) (SP)**

- a. Define the term creativity.
- b. Identify personal traits commonly associated with creativity.
- c. Describe ways in which people can demonstrate creativity.
- d. Describe specific techniques for developing/enhancing creativity.
- e. Explain how creativity can be applied beneficially to solve problems.
- f. Apply creativity to situations.

**Instructional Area****Performance Indicator and Objectives****CHANNEL MANAGEMENT****Coordinate channel management with other marketing activities (CM:007) (SP)**

- a. Explain the importance of coordinating channel management with other marketing activities.
- b. Identify ways that computers are helping to coordinate channel management with other marketing activities.
- c. Describe aspects of channel management that should be coordinated with other marketing activities.
- d. Explain procedures for coordinating channel management with other marketing activities.
- e. Demonstrate procedures for coordinating channel management with other marketing activities.

**Performance Indicator and Objectives****Explain the nature of channel-member relationships (CM:008) (SP)**

- a. Define the terms horizontal conflict and vertical conflict.
- b. Describe the bases of power within a distribution channel.
- c. Explain channel leadership.
- d. Explain types of channel conflict.
- e. Describe ways to achieve channel cooperation.

**Instructional Area****Performance Indicator and Objectives****MARKETING-INFORMATION MANAGEMENT****Explain techniques for processing marketing data (IM:062) (SP)**

- a. Explain the need for physical inspection of paper-based marketing data.
- b. Identify questions to ask when screening initial data.
- c. Discuss actions that can be taken with incomplete records.
- d. Explain reasons for data entry errors that limit the use of marketing research data.
- e. Discuss reasons that questionable entries are found in raw marketing research data.
- f. Describe the role of coding in processing marketing information.
- g. Explain generally accepted coding principles.
- h. Discuss the importance of editing coded information.
- i. Describe data-entry options.
- j. Compare the processing of paper-based marketing data with that of computer-based marketing data.
- k. Explain the importance of using a codebook to describe data and to indicate where and how they can be accessed.

**Performance Indicator and Objectives****Explain the use of descriptive statistics in marketing decision-making (IM:191) (SP)**

- a. Define the following terms: descriptive statistics, mean, median, mode, range, standard deviation, and skewed.
- b. Explain the objectives of using descriptive statistics to interpret data.
- c. Describe the advantages and disadvantages of using the mean, median, and mode as measures of central tendency.
- d. Explain when to use the mean, median, and mode.
- e. Discuss the importance of using the median when working with skewed distributions.
- f. Describe the use of the standard deviation in data analysis.

**Instructional Area****MARKETING-INFORMATION MANAGEMENT (cont'd)****Performance Indicator and Objectives****Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (IM:292) (SP)**

- a. Distinguish between basic and applied research (i.e., generation of knowledge vs. solving a specific problem).
- b. Explain why business professionals need to be able to distinguish between good and bad research activities.
- c. Discuss limitations business professionals face regarding applied research (e.g., time constraints, financial constraints, complex decision-making environment).
- d. Explain how researchers can create errors in a research project.
- e. Discuss how interviewers contribute to errors in research design.
- f. Explain how respondents contribute to errors in research design.
- g. Describe how sampling errors affect data quality.
- h. Discuss how non-response errors affect data quality.
- i. Explain how coverage errors affect data quality.
- j. Describe how measurement errors affect data quality.
- k. Discuss how processing errors affect data quality.

**Performance Indicator and Objectives****Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (IM:293) (SP)**

- a. Identify factors that can impact respondents when answering questionnaires (e.g., differences in the characteristics being measured: response styles; ambiguous questions; personal factors such as fatigue, surveyor's actions, environment in which the survey is completed, presence of others when survey completed, physical aspects of the questionnaire such as spacing provided).
- b. Explain potential problems with the questions on a questionnaire (e.g., unfamiliar terminology, vague or imprecise terms, complex sentence construction, misleading or incorrect assumptions, imprecise or unqualified verbs, vague noun-phrases).
- c. Describe how questions on a questionnaire should be sequenced.
- d. Discuss how questions on a questionnaire should be written to elicit valid responses.
- e. Identify factors that create a poor quality question (e.g., unanswerable, presenting multiple concepts within one question, leading).
- f. Explain steps to follow to evaluate questionnaire design.
- g. Demonstrate procedures for evaluating questionnaire design.

**Instructional Area****MARKETING-INFORMATION MANAGEMENT (cont'd)****Performance Indicator and Objectives**

**Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (IM:428) (SP)**

- a. Identify characteristics of "good" marketing research.
- b. Discuss the benefit of using multiple methods to acquire data.
- c. Explain why marketing researchers should follow the scientific method to conduct their research.
- d. Describe why marketing researchers must consider the value of information and its cost.
- e. Explain the need to evaluate the appropriateness of marketing research for the problem/issue identified.
- f. Discuss the need to evaluate the clarity of the research question.
- g. Explain the need to ensure the appropriateness of the research methodology (study design, sampling, data collection, measurement, and analysis) for the research objectives/questions.
- h. Describe the importance of clearly stated findings.
- i. Discuss the need to evaluate the appropriateness of the conclusions and recommendations based on the research question/study purpose.
- j. Demonstrate procedures for assessing the appropriateness of the marketing research for the problem/issue.

**Instructional Area****MARKET PLANNING****Performance Indicator and Objectives**

**Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)**

- a. Define the terms marketing plan and situation analysis.
- b. Explain the benefits associated with having a marketing plan.
- c. Identify the components of marketing plans.
- d. Describe the purpose of each component of the marketing plan.

**Performance Indicator and Objectives**

**Explain the role of situation analysis in the marketing planning process (MP:008) (SP)**

- a. Define the terms business opportunity, business threat, business environment, economic development, technological change, economic change, environmental scanning, and environmental monitoring.
- b. Explain how environmental threats for one company can represent opportunities for another company.
- c. Discuss the purpose of environmental scanning and monitoring in situation analysis.
- d. Explain why businesses should evaluate their internal environments in the context of changes occurring in their external environments.

**Instructional Area****MARKET PLANNING (cont'd)****Performance Indicator and Objectives****Explain the nature of sales forecasts (MP:013, MP LAP 5) (SP)**

- a. Define the following terms: sales forecast, qualitative forecasting, and quantitative forecasting.
- b. Identify items/factors for which sales forecasts can be used.
- c. Discuss the time frame of sales forecasts.
- d. Explain factors affecting how far ahead a business should predict sales.
- e. Distinguish between qualitative and quantitative forecasting methods.
- f. Describe factors affecting the sales forecast.
- g. Explain business activities in which sales forecast information is used as a planning tool.
- h. Explain reasons that not all businesses use sales forecasts.

**Instructional Area****PRODUCT/SERVICE MANAGEMENT****Performance Indicator and Objectives****Identify methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP)**

- a. Define the terms attribute listing, lateral thinking, analogies, associations, brainstorming, synectics, sketching and doodling, forced questioning, and morphological analysis.
- b. Explain the role of criticism in idea creation.
- c. Describe types of brainstorming techniques.
- d. Distinguish among free association techniques, forced relations techniques, and analytical techniques used to generate business/product ideas.
- e. Explain sources of business/product ideas.
- f. Discuss the importance of evaluating a business owner's strengths when generating business/product ideas.
- g. Describe pitfalls to idea identification.
- h. Discuss the importance of generating business/product ideas.
- i. Explain methods/techniques used to identify business/product ideas.

**Performance Indicator and Objectives****Generate product ideas (PM:128) (SP)**

- a. Identify purposes of idea-generating methods/techniques.
- b. Discuss advantages/disadvantages of idea-generating methods/techniques.
- c. Explain the role of a facilitator in generating product/business ideas.
- d. List questions to ask to facilitate idea generation.
- e. Implement methods/techniques to generate product/business ideas.

**Performance Indicator and Objectives****Describe the nature of product bundling (PM:041) (SP)**

- a. Explain how product bundling works.
- b. Describe occasions when the use of product bundling makes good business sense.
- c. Discuss benefits associated with product bundling.
- d. Identify challenges with product bundling.
- e. Explain ways marketers bundle products (e.g., by product category, by customer, or by application).
- f. Discuss the impact of product bundling on pricing decisions.
- g. Describe considerations in developing a product bundling strategy.



**Instructional Area****PRODUCT/SERVICE MANAGEMENT (cont'd)****Performance Indicator and Objectives****Describe factors used by businesses to position corporate brands (PM:207) (SP)**

- a. Define the following terms: brand identity, values, brand cues, brand personality, touch points, brand promise, and corporate brands.
- b. Describe the elements that make up a corporate brand's identity.
- c. Explain the use of values in corporate brand development.
- d. Discuss the significance of a corporate brand's personality.
- e. Describe the use of corporate brand touch points.
- f. Distinguish between corporate and distributor brands.

**Instructional Area****PROMOTION****Performance Indicator and Objectives****Explain the components of advertisements (PR:014) (SP)**

- a. Define the following terms: headline, illustration, identification, copy, layout, and white space.
- b. Explain the purpose of each element in an advertisement.
- c. Describe the purpose of an ad's layout.
- d. Identify approaches businesses can use with headlines to achieve the ad's objectives.
- e. Explain ways businesses can use illustrations in advertisements to focus reader's attention on the product.
- f. Describe copy techniques that businesses can use to create desire for a product in a print advertisement.
- g. Identify types of information contained in the identification element of advertisements.

**Performance Indicator and Objectives****Explain the importance of coordinating elements in advertisements (PR:251) (SP)**

- a. Discuss the impact of color on an advertisement's message.
- b. Explain how the image/art used in an advertisement can support or detract from an ad's message/product being sold.
- c. Discuss how the copy should coordinate with the headline.
- d. Describe how white space affects the elements of advertisements.
- e. Explain how the consistent use of design across media helps to promote brand identity.
- f. Discuss the role of typography in creating brand identity.
- g. Describe the impact of layout in creating brand identity.
- h. Explain the importance of coordinating an ad's style with its other elements.

**Instructional Area****PROMOTION (cont'd)****Performance Indicator and Objectives****Identify types of public-relations activities (PR:252) (SP)**

- a. Discuss types of interactive public-relations activities (e.g., press conferences, speaking engagements, special events, sponsorships, blogs, web forums, chat rooms, social media, media tours, email).
- b. Explain types of one-way public-relations activities (e.g., search-engine optimization, newsletters, web sites, RSS feeds, podcasts, press releases, press kits, audio/video releases, matte releases, direct mail)
- c. Describe ways that interactive tools can be used to develop positive public relations.
- d. Discuss ways that one-way tools can be used to develop positive public relations.
- e. Explain the use of public relations for crisis management.
- f. Describe trends in public relations activities.

**Performance Indicator and Objectives****Discuss internal and external audiences for public-relations activities (PR:253) (SP)**

- a. Discuss reasons that public-relations specialists appeal to their company's employees.
- b. Explain why public-relations specialists target communications to their customers.
- c. Describe reasons that public-relations specialists target their communications activities at their community.
- d. Discuss reasons that public-relations specialists target their communications activities at the company's vendors.
- e. Explain why public-relations specialists target their investors with communications activities.
- f. Describe reasons that public-relations specialists target the larger business community or industry members with their communications activities.
- g. Identify topics appropriate for each of a company's audiences.

**Performance Indicator and Objectives****Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences (PR:254) (SP)**

- a. Discuss types of exhibits found at trade shows.
- b. Describe factors that contribute to an exhibit's visual appeal (e.g., color, lighting, motion, sound, and smell).
- c. Explain techniques that can be used to increase booth traffic (e.g., demonstrations, contests, and giveaways).
- d. Describe types of displays used in exhibits (e.g., pop-up displays, panel displays, table-top displays, and pull-up displays).
- e. Identify types of giveaways used at exhibits (e.g., canvas totes, bottled water, pens/pencils, and candy).
- f. Discuss purposes of giving out promotional items at trade shows (e.g., help to attract traffic, create recall after the show, and provide contact information).
- g. Describe pre-show marketing activities that can be used to attract booth traffic.
- h. Explain marketing activities that can be used during a trade show (e.g., live entertainment, hands-on activities, games, prize wheel, drawings, AV programs, food, cash cube money machine).
- i. Discuss post-show marketing activities that need to be carried out to increase return on investment.

**Instructional Area****Performance Indicator and Objectives****PROMOTION (cont'd)****Explain considerations used to evaluate whether to participate in trade shows/expositions (PR:255) (SP)**

- a. Explain reasons for exhibiting at trade shows (e.g., generating sales leads, making sales at the show, enhancing image and visibility, reaching a specific audience, establishing a presence in the marketplace, improving marketing efforts, meeting face-to-face with customers, prospecting, introducing new products, demonstrating products, recruiting distributors/dealers, educating the target audience, and gaining new industry information and contacts).
- b. Describe factors to consider in selecting a trade show (e.g., target audience, how long the trade show has been held, number of attendees, geography, timing, cost, and sponsor's reputation).
- c. Identify sources useful in identifying relevant trade shows.

**Performance Indicator and Objectives****Explain the nature of a promotional plan (PR:073) (SP)**

- a. Define promotional/integrated marketing communications plan.
- b. Describe types of promotional/integrated marketing communications plans.
- c. Identify the components of a promotional/integrated marketing communications plan.
- d. Describe internal and external factors that can affect promotional/integrated marketing communications plans.
- e. Explain the need for a promotional/integrated marketing communications plan.

**Performance Indicator and Objectives****Coordinate activities in the promotional mix (PR:076) (SP)**

- a. Identify factors that should be coordinated for promotions.
- b. Identify types of promotional activities that should be coordinated.
- c. Describe ways to coordinate promotional efforts.
- d. Describe the importance of coordinating promotional activities.
- e. Explain procedures for coordinating promotional activities.
- f. Use procedures to coordinate promotional activities.

**Instructional Area****Performance Indicator and Objectives****SELLING****Explain the impact of sales cycles (SE:380) (SP)**

- a. Define the term sales cycle.
- b. Discuss factors that affect the length of sales cycles.
- c. Describe the advantages/disadvantages of short sales cycles.
- d. Discuss the advantages/disadvantages of long sales cycles.
- e. Describe actions salespeople can take to shorten the sales cycle.
- f. Discuss actions salespeople take that lengthen the sales cycle.

**Instructional Area****SELLING (cont'd)****Performance Indicator and Objectives****Differentiate between consumer and organizational buying behavior (SE:112) (SP)**

- a. Define the terms consumer and organizational buying behavior.
- b. Identify characteristics of consumer buying behavior.
- c. Identify characteristics of organizational buying behavior.
- d. Explain the importance of distinguishing between consumer and organizational buying behavior in selling.
- e. Distinguish between the consumer buying process and the organizational buying process.

**Performance Indicator and Objectives****Identify emerging trends for use in selling (SE:404) (SP)**

- a. Explain a salesperson's need to stay up-to-date on sales trends.
- b. Discuss the impact of globalization on selling.
- c. Describe the impact of better informed customers on selling.
- d. Explain the impact of social media on selling.
- e. Discuss the impact that relationship building has on selling.
- f. Describe the impact of mobile technology on selling.
- g. Explain the impact of cloud technology on selling.
- h. Discuss how the availability of multiple channels (e.g., email, snail mail,, social media, networking, referrals, and phone) for reaching customers impacts selling.
- i. Describe the impact that customer information sharing through Customer Relationship Management (CRM) systems has on selling.
- j. Explain how salespeople are using electronic sales presentations (e.g., online video conferencing, web/phone conferencing, online text chat)..
- k. Discuss how companies are using electronic sales training.
- l. Describe the use of customer teams in selling.

**Performance Indicator and Objectives****Discuss motivational theories that impact buying behavior (SE:359) (SP)**

- a. Define the terms motivation, valence, perceived probability
- b. Explain reward-measurement theory (i.e., motivation equals the benefits of buying).
- c. Describe types of internal and external rewards that motivate buyers.
- d. Explain why the two dimensions of valence (the importance or value) of the reward and perceived probability need to be considered in risk-measurement theory.
- e. Describe how salespeople can apply the reward-measurement theory to motivate customers.
- f. Discuss behavior choice theory (i.e., the motivation is the situation).
- g. Explain the choice process customers use to decide how they will buy (i.e., identify situation [self-orientation or company-orientation], evaluate personal relevance, evaluate alternative actions and requirements, and choose behavior strategy).
- h. Distinguish between offensive and defensive behavior strategies (i.e., offensive strategies maximize gain, while defensive strategies minimize loss).
- i. Describe role theory (i.e., the motivation is the norms or expectations).
- j. Explain buying determinant theory (i.e., variety of factors motivate customers—individual factors, organizational factors, market factors, and environmental factors).
- k. Discuss how Maslow's hierarchy of needs can be used to understand customer motivation when buying.

**Instructional Area****SELLING (cont'd)****Performance Indicator and Objectives****Prospect for customers (SE:001, SE LAP 116) (SP)**

- a. Define the following terms: prospect, prospecting, lead, referral, endless chain, center of influence, bird dogs and cold calls.
- b. Identify sources of prospects.
- c. Explain which salespeople should prospect.
- d. Describe how prospecting can help salespeople.
- e. Discuss why prospecting should be a continuous process.
- f. Describe methods of prospecting.
- g. Explain how to construct a prospect list.
- h. Describe how to use a prospect list.
- i. Explain the importance of maintaining accurate prospect lists.
- j. Demonstrate procedures for prospecting for customers.

**Performance Indicator and Objectives****Qualify customers/clients (SE:400) (SP)**

- a. Explain why salespeople need to qualify their prospects.
- b. Discuss reasons that some salespeople fail to qualify prospects.
- c. Identify the criteria that prospects need to meet in order to be qualified (i.e., need the product, means and willingness to buy, the authority to buy).
- d. Discuss steps a salesperson can take to qualify prospects prior to meeting with them.
- e. Explain how to qualify a prospect's need for a product.
- f. Describe how to qualify a prospect's means and willingness to buy a product (e.g., budget, time to meet with salesperson, timing of sale, point in making buying decision).
- g. Discuss how to qualify a prospect's authority to buy a product.
- h. Demonstrate how to qualify a prospect.

**Performance Indicator and Objectives****Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings) (SE:369) (SP)**

- a. Explain why salespeople should conduct pre-visit research.
- b. Identify factors about a prospect that are useful in sales situations.
- c. Identify sources that provide company information that can be useful in sales situations.
- d. Describe how to use collected pre-visit research during a sale.
- e. Demonstrate how to conduct pre-visit research.

**Performance Indicator and Objectives****Book appointments with prospective clients (SE:366) (SP)**

- a. Explain benefits associated with booking appointments with prospective clients.
- b. Discuss the importance of the introduction when calling to set up a sales appointment.
- c. Describe what to include in the introduction when calling to set up a sales appointment.
- d. Explain factors that influence what to say when calling to set up a sales appointment.
- e. Identify barriers encountered when attempting to book appointments with prospective clients.
- f. Explain how voice mail can be helpful in getting an appointment with a customer.
- g. Demonstrate how to book appointments with prospective clients.

**Instructional Area****SELLING (cont'd)****Performance Indicator and Objectives****Prepare sales presentation (SE:067) (SP)**

- a. Identify reasons for preparing for a sales presentation.
- b. Identify factors about the customer/client that should be determined prior to making a sales presentation.
- c. Describe preparation needed for sales presentations.
- d. Identify factors that affect the preparation needed for sales presentations.
- e. Describe ways to prepare for a sales presentation.
- f. Create a tentative sales presentation.
- g. Demonstrate procedures for preparing for a sales presentation.

**Performance Indicator and Objectives****Create a presentation software package to support sales presentation. (SE:119) (SP)**

- a. Identify characteristics of effective software sales presentations.
- b. Discuss purposes of using presentation software packages to support sales presentations.
- c. Describe ways that salespeople can use presentation software packages to support sales presentations.
- d. Explain how salespeople can use online sales presentations.
- e. Demonstrate procedures for creating a software presentation to support sales presentations.

**Performance Indicator and Objectives****Address needs of individual personalities (SE:810, SE LAP 112) (SP)**

- a. Explain why salespeople should be able to recognize types of customer personalities.
- b. Explain the importance of acting appropriately for different customer personality types.
- c. Identify types of customer personalities.
- d. Describe the characteristics of decisive personalities.
- e. Describe the characteristics of impulsive personalities.
- f. Describe the characteristics of fact-finder personalities.
- g. Describe the characteristics of practical or frugal personalities.
- h. Describe the characteristics of informed personalities.
- i. Describe the characteristics of difficult personalities.
- j. Describe actions to take in handling each type of customer personality.
- k. Discuss guidelines for handling all personality types.
- l. Handle types of customer personalities to address customer needs.

**Performance Indicator and Objectives****Determine customer's buying motives for use in selling (SE:883, SE LAP 109) (SP)**

- a. Define the terms buying motive, emotional motives, rational motives, and patronage motives.
- b. Describe reasons that salespeople should understand customers' needs and wants.
- c. Identify reasons that customers buy.
- d. Classify buying motives as emotional, rational or patronage.
- e. Describe techniques for identifying buying motives.
- f. Demonstrate procedures for determining customer buying motives for use in selling.

**Instructional Area****SELLING (cont'd)****Performance Indicator and Objectives****Facilitate customer/client buying decisions (SE:811, SE LAP 108) (SP)**

- a. Define the following terms: buying decision, need decision, product decision, place decision, price decision, and time decision.
- b. Identify types of buying decisions.
- c. Identify factors affecting place decisions.
- d. Cite factors affecting price decisions.
- e. List factors affecting time decisions.
- f. Explain the importance of salespeople's helping customers to make buying decisions.
- g. Describe guidelines to follow in order to facilitate customers' buying decisions.
- h. Assist customer in reaching favorable buying decisions.

**Performance Indicator and Objectives****Assess customer/client needs (SE:113) (SP)**

- a. Define the following terms: probing, information-gathering probes, opinion-gathering probes, and confirming probes.
- b. Distinguish between probing and questioning.
- c. Describe reasons for probing.
- d. Explain benefits of probing to assess customer/client needs.
- e. Identify probing techniques.
- f. Explain guidelines for assessing customer/client needs.
- g. Demonstrate procedures for assessing customer/client needs.

**Performance Indicator and Objectives****Demonstrate product (SE:893, SE LAP 103) (SP)**

- a. Define the following terms: sales talk and product demonstration.
- b. Explain the importance of an effective product demonstration.
- c. Describe guidelines to follow in selecting a product to demonstrate to a customer.
- d. Explain guidelines to use in demonstrating products.
- e. Demonstrate a product.

**Performance Indicator and Objectives****Prescribe solution to customer/client needs (SE:115) (SP)**

- a. Discuss the importance of feature-benefit selling.
- b. Describe product features that should be considered in preparing to use feature-benefit selling.
- c. Explain the importance of determining which features and benefits appeal to each customer.
- d. Explain the guidelines for prescribing a solution to customer needs.
- e. Demonstrate procedures for prescribing solutions to customer needs.

**Performance Indicator and Objectives****Convert customer/client objections into selling points (SE:874, SE LAP 100) (SP)**

- a. Define the following terms: objection; yes, but. . .; toss-it-back; deny it; point-counterpoint; inquiry; show 'em; testimonial; and try it.
- b. Distinguish between objections and excuses.
- c. Explain the importance of properly converting customer objections into selling points.
- d. Describe reasons that salespeople should be prepared to answer objections.
- e. Classify types of objections.
- f. Describe methods of converting objections into selling points.
- g. Explain procedures for converting objections into selling points.
- h. Demonstrate skill in converting objections into selling points.

**Instructional Area****SELLING (cont'd)****Performance Indicator and Objectives****Close the sale (SE:895, SE LAP 107) (SP)**

- a. Define the term sales close.
- b. List reasons that closing a sale is a courtesy to customers.
- c. Explain the importance of using an appropriate closing technique.
- d. Identify closing techniques.
- e. Describe the following closing techniques: direct, assumption, minor-points, summary, standing room only, closing on objection, contingent, contrasting advantages and disadvantages, suggesting ownership, narrative, related merchandise, bonus, and silence.
- f. Classify examples of closing techniques.
- g. Describe guidelines for closing sales.
- h. Demonstrate how to close a sale.

**Performance Indicator and Objectives****Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)**

- a. Define the term suggestion selling.
- b. Identify examples of suggestion selling.
- c. Describe the importance of using suggestion selling.
- d. Categorize items that are appropriate for suggestion selling.
- e. Explain guidelines for using suggestion selling.
- f. Demonstrate proper procedures to use in suggestion selling.

**Performance Indicator and Objectives****Negotiate sales terms (SE:392) (SP)**

- a. Identify benefits of negotiating sales terms.
- b. Discuss the importance of patience when negotiating sales terms.
- c. Explain the need to analyze the product's added value in comparison to that of competitors.
- d. Describe the importance of being prepared for negotiations from the beginning of the sale.
- e. Discuss information that the salesperson needs in order to negotiate effectively.
- f. Explain how to create win-win sales negotiations.
- g. Discuss the importance of considering the buyer's feelings when negotiating sales.
- h. Explain barriers to sales negotiations.
- i. Describe the use of silence in negotiating sales.
- j. Demonstrate how to negotiate sales terms.

**Performance Indicator and Objectives****Maintain sales standards (SE:387) (SP)**

- a. Distinguish between sales standards and sales policies (standards are best practices, lessons learned, and minimum operating procedures).
- b. Explain the purposes of sales standards (provide structure for salespeople without stifling their personalities).
- c. Discuss benefits of having sales standards.
- d. Describe common sections contained in sales standards documents (e.g., corporate information, sales organization, on-boarding process, sales and technology, prospecting, the engagement cycle, and sales tactics).
- e. Demonstrate procedures for maintaining sales standards.

**Performance Indicator and Objectives****Sell good/service/idea to individuals (SE:046) (SP)**

- a. Identify appropriate selling techniques for use with a specific client/customer.
- b. Demonstrate procedures for selling a good or service.



**Instructional Area****SELLING (cont'd)****Performance Indicator and Objectives****Sell good/service/idea to groups (SE:073) (SP)**

- a. Explain how sales techniques are modified to sell to groups.
- b. Explain the use of technology in selling to groups.
- c. Demonstrate procedures for selling to groups.

**Performance Indicator and Objectives****Process sales documentation (SE:117) (SP)**

- a. Identify types of information contained in sales documentation.
- b. Complete calculations needed to process sales documentation.
- c. Demonstrate procedures for processing sales documentation.

# **Course Outline**

## Section 2

<b>Course Outline Introduction</b>	An outline is provided to identify a recommended instructional sequence/schedule for Marketing Applications. The outline identifies the week in which a learning outcome should be taught and an abbreviated version of the performance indicators, or learning outcomes.
<b>Week 1</b>	
	Describe classroom expectations/procedures Overview of the major course outcomes Overview of student organization Review marketing functions and related activities (MK:002, MK LAP 1) (CS) Time-management skills (PD:019, PD LAP 1) (SP)
<b>Week 2</b>	
	Factors influencing buying behavior (MK:014, MK LAP 6) (SP) Connections between company actions and results (MK:019, MK LAP 3) (SP)
<b>Week 3</b>	
	Nature of marketing plans (MP:007, MP LAP 1) (SP) Role of situation analysis (MP:008) (SP)
<b>Week 4</b>	
	Nature of sales forecasts (MP:013, MP LAP 5) (SP) Explain the impact of sales cycles (SE:380) (SP)
<b>Week 5</b>	
	Need for financial information (FI:579, FI LAP 9) (CS) (SP) Nature of cash flow statements (FI:091, FI LAP 6) (SP)
<b>Week 6</b>	
	Nature of balance sheets (FI:093, FI LAP 10) (SP) Nature of income statements (FI:094, FI LAP 4) (SP)
<b>Week 7</b>	
	Nature of taxes (EC:072, EC LAP 27) (SP) Appropriate creativity (PD:012, QS LAP 5) (SP)
<b>Week 8</b>	
	Methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP) Generation of product ideas (PM:128) (SP)
<b>Week 9</b>	
	Ethical considerations in providing information (EI:038) (SP) Persuading others (EI:012, QS LAP 10) (SP) Writing persuasive messages (CO:031) (SP)

<b>Week 10</b>	
	Negotiation skills (EI:062, EI LAP 8) (SP) Nature of budgets (FI:106, FI LAP 3) (SP)
<b>Week 11</b>	
	Techniques for processing marketing data (IM:062) (SP) Use of descriptive statistics (IM:191) (SP)
<b>Week 12</b>	
	Consumer and organizational buying behavior (SE:112) (SP) Emerging trends for use in selling (SE:404) (SP)
<b>Week 13</b>	
	Nature of customer relationship management (CR:016, CR LAP 2) (CS) Role of ethics in customer relationship management (CR:017) (SP) Use of technology in customer relationship management (CR:018) (SP)
<b>Week 14</b>	
	Use of technology in customer relationship management (CR:018) (SP) (cont'd) Nature of product bundling (PM:041) (SP) Factors used to position corporate brands (PM:207) (SP)
<b>Week 15</b>	
	Coordinating channel management with other marketing functions (CM:007) (SP) Nature of channel member relationships (CM:008) (SP) Motivational theories (SE:359) (SP)
<b>Week 16</b>	
	Motivational theories (SE:359) (SP) (cont'd) Prospecting for customers (SE:001, SE LAP 116) (SP) Qualifying customers (SE:400) (SP)
<b>Week 17</b>	
	Qualifying customers (SE:400) (SP) (cont'd) Conducting pre-visit research (SE:369) (SP) Booking appointments with customers (SE:366) (SP)
<b>Week 18</b>	
	Preparing sales presentation (SE:067) (SP) Creating a presentation software package to support sales presentation (SE:119) (SP) Addressing needs of individual personalities (SE:810, SE LAP 112) (SP)

<b>Week 19</b>	
	Addressing needs of individual personalities (SE:810, SE LAP 112) (SP) (cont'd) Determining buying motives (SE:883, SE LAP 109) (SP) Facilitating buying decisions (SE:811, SE LAP 108) (SP)
<b>Week 20</b>	
	Assessing customer needs (SE:113) (SP) Demonstrating products (SE:893, SE LAP 103) (SP) Prescribing solution to customer needs (SE:115) (SP)
<b>Week 21</b>	
	Prescribing solution to customer needs (SE:115) (SP) (cont'd) Converting objections into selling points (SE:874, SE LAP 100) (SP) Closing the sale (SE:895, SE LAP 107) (SP)
<b>Week 22</b>	
	Closing the sale (SE:895, SE LAP 107) (SP) (cont'd) Demonstrating suggestion selling (SE:875, SE LAP 110) (SP) Negotiating sales terms (SE:392) (SP)
<b>Week 23</b>	
	Negotiating sales terms (SE:392) (SP) (cont'd) Maintaining sales standards (SE:387) (SP) Selling good/service/idea to an individual (SE:046) (SP)
<b>Week 24</b>	
	Selling good/service/idea to a group (SE:073) (SP) Processing sales documentation (SE:117) (SP) Preparing simple written reports (CO:094) (SP)
<b>Week 25</b>	
	Components of advertisements (PR:014) (SP) Importance of coordinating elements in advertisements (PR:251) (SP)
<b>Week 26</b>	
	Nature of stress management (EI:028, EI LAP 25) (SP) Types of public relations activities (PR:252) (SP) Internal and external audiences for public relations activities (PR:253) (SP)
<b>Week 27</b>	
	Using trade show/exposition participation (PR:254) (SP) Considerations used to evaluate trade show/exposition participation (PR:255) (SP)

<b>Week 28</b>	
	Nature of promotional plans (PR:073) (SP) Coordinating activities in the promotional mix (PR:076) (SP)
<b>Week 29</b>	
	Identifying sources of error in a research project (IM:292) (SP) Evaluating questionnaire design (IM:293) (SP)
<b>Week 30</b>	
	Assessing appropriateness of marketing research for problem/issue (IM:428) (SP) Writing executive summaries (CO:091) (SP)
<b>Week 31</b>	
	Impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP) Concept of organized labor and business (EC:015, EC LAP 5) (SP)
<b>Week 32</b>	
	Impact of the law of diminishing returns (EC:023) (SP) Impact of inflation on business (EC:083, EC LAP 28) (SP)
<b>Week 33</b>	
	Concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP) Impact of a nation's unemployment rates (EC:082, EC LAP 29) (SP)
<b>Week 34</b>	
	Economic impact of interest-rate fluctuations (EC:084) (SP) Impact of business cycles on business activities (EC:018, EC LAP 9) (SP)
<b>Week 35</b>	
	Nature of global trade (EC:016, EC LAP 4) (SP) Describe the determinants of exchange rates and their effects (EC:100, EC LAP 30) (SP)
<b>Week 36</b>	
	Impact of culture and social issues on global trade (EC:045) (SP) Course evaluation and final exam

***Marketing Applications***  
**Resources Crosswalk**

Section 3

## Textbook Information

Boone, L.E. & Kurtz, D.L. (2006). *Contemporary marketing*. Mason, OH: Thomson South-Western.

Burrow, J.L. (2006). *Marketing* (2<sup>nd</sup> ed.). Mason, OH: Thomson South-Western.

Clark, B., Sobel, J., & Basteri, C.G. (2006). *Marketing dynamics*. Tinley Park, IL: The Goodheart-Willcox Company, Inc.

Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials*. Woodland Hills, CA: Glencoe/McGraw-Hill.

Kotler, P. & Armstrong, G. (2008). *Principles of marketing* (12<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice-Hall.

## Instructional Area: COMMUNICATION SKILLS

Performance Indicator	Perf. Indicator #	Level	LAP #	Contemporary Marketing Page #	Marketing Page #	Marketing Dynamics Page #	Marketing Essentials Page #	Principles of Marketing Page #	Other
Write persuasive messages	CO:031	SP			405	445, 447	185, 188-189		
Prepare simple written reports	CO:094	SP					190		Custom Writing. (2007, January 18). <i>Tips on report writing: All you needed to know on successful report writing</i> . Retrieved September 19, 2011, from <a href="http://custom-writing.org/blog/writing-tips/17.html">http://custom-writing.org/blog/writing-tips/17.html</a>
Write executive summaries	CO:091	SP		64-65		747	33	A-2	



**Instructional Area: CUSTOMER RELATIONS**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Discuss the nature of customer relationship management	CR:016	CS	CR 2	173, 194-195, 202, 329-332, 339, 345	353	493-494	7, 206, 227, 326-327, 594-595	16-18, 45, 112-113, 468	
Explain the role of ethics in customer relationship management	CR:017	SP		98-100	48, 123, 204	69-71	594-595		
Describe the use of technology in customer relationship management	CR:018	SP		22, 118-119, 132, 327, 328, 331, 564-565	59, 157, 331, 465, 472	493-494	206, 227, 326-327, 594-595		

**Instructional Area: ECONOMICS**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Describe the nature of taxes	EC:072	SP	EC 27		383	137, 141, 144	67, 85-86, 339-340		
Analyze the impact of specialization/division of labor on productivity	EC:014	SP	EC 7		11-12, 297		53, 115		
Explain the concept of organized labor and business	EC:015	SP	EC 5						Reynolds, M.O. (2008). <i>Labor unions</i> . Retrieved September 19, 2011, from <a href="http://www.econlib.org/Library/Enc/LaborUnions.html">http://www.econlib.org/Library/Enc/LaborUnions.html</a>
Explain the impact of the law of diminishing returns	EC:023	SP					114-115		Johnson, P.M. (1994-2005). <i>Diminishing returns, law of</i> . Retrieved September 19, 2011, from <a href="http://www.auburn.edu/~johnspm/gloss/diminishing_returns_law_of">http://www.auburn.edu/~johnspm/gloss/diminishing_returns_law_of</a>

**Instructional Area: ECONOMICS (cont'd)**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Describe the economic impact of inflation on business	EC:083	SP	EC 28	91	494-495	117-120	62, 64		
Explain the concept of Gross Domestic Product (GDP)	EC:017	SP	EC 1		482, 494	114-116	61-63		
Discuss the impact of a nation's unemployment rates	EC:082	SP	EC 29			114-116	61-63		
Explain the economic impact of interest-rate fluctuations	EC:084	SP					67		Saywer, T. (2011). <i>Understanding interest rate fluctuations</i> . Retrieved September 19, 2011, from <a href="http://www.badcreditloancenter.com/understanding-interest-rate-fluctuations/">http://www.badcreditloancenter.com/understanding-interest-rate-fluctuations/</a>
Determine the impact of business cycles on business activities	EC:018	SP	EC 9		495	127-133	64-67		
Explain the nature of global trade	EC:016	SP	EC 4	227-243	37, 482-486	147-153, 176, 302-306	74-89		
Describe the determinants of exchange rates and their effects on the domestic economy	EC:100	SP	EC 30		488	151-153	86, 167		
Discuss the impact of culture and social issues on global trade	EC:045	SP	EC 24	160, 228-230	495-496	169-176	86		

**Instructional Area: EMOTIONAL INTELLIGENCE**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Explain ethical considerations in providing information	EI:038	SP				70-71			Hanson, J. & Ceppos, J. (n.d.). <i>The ethics of leaks</i> . Retrieved September 19, 2011, from <a href="http://www.scu.edu/ethics/publications/ethicalperspectives/leaks.html">http://www.scu.edu/ethics/publications/ethicalperspectives/leaks.html</a>
Persuade others	EI:012	SP	QS 10			445	185, 188-189		
Demonstrate negotiation skills	EI:062	SP	EI 8	644			222-224		
Explain the nature of stress management	EI:028	SP	EI 25				220		Smith, M., Jaffe-Gill, E., & Segal, R. (2011, July). <i>Stress management: How to reduce, prevent, and cope with stress</i> . Retrieved September 19, 2011, from <a href="http://helpguide.org/mental/stress_management_relief_coping.htm">http://helpguide.org/mental/stress_management_relief_coping.htm</a>

**Instructional Area: FINANCIAL ANALYSIS**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Describe the need for financial information	FI:579	CS	FI 9						FAO Corporate Document Repository. (n.d.). <i>Chapter 5—Information for decision making</i> . Retrieved September 19, 2011, from <a href="http://www.fao.org/docrep/W4343E/w4343e06.htm">http://www.fao.org/docrep/W4343E/w4343e06.htm</a>
Describe the nature of cash flow statements	FI:091	SP	FI 6				773-775		Heakal, R. (2010, May 23). <i>What is a cash flow statement?</i> Retrieved September 19, 2011, from <a href="http://www.investopedia.com/articles/04/033104.asp">http://www.investopedia.com/articles/04/033104.asp</a>
Explain the nature of balance sheets	FI:093	SP	FI 10		541, 543-544	387, 389, 391, 402	117, 772		
Describe the nature of income statements	FI:094	SP	FI 4		537, 540-541, 543-544	386-395	116-117, 567, 767-769		
Describe the nature of budgets	FI:106	SP	FI 3		14, 539, 542	39, 394			

**Instructional Area: MARKETING**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Explain factors that influence customer/client/business buying behavior	MK:014	SP	MK 6	158-159, 163-175	146-155	205-212, 215-217, 221	28-29, 31-32, 263, 743	130-145, 162-163, 167-169	
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)	MK:019	SP	MK 3	54-56	34-38, 68, 174, 350, 412-413, 414, 518-520, 534, 590-591	5, 18, 45, 66, 70-71, 294, 402, 623-627	5, 134, 226, 266, 270, 323-325, 367, 374-375, 528-530, 600, 640, 771	6-22, 112-113, 441-442, 459-460	

**Instructional Area: PROFESSIONAL DEVELOPMENT**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Use time-management skills	PD:019	SP	PD 1			722-724	219		
Demonstrate appropriate creativity	PD:012	SP	QS 5	21-22	99, 442-443	280	219, 244		

**Instructional Area: CHANNEL MANAGEMENT**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Coordinate channel management with other marketing activities	CM:007	SP			103-104, 227, 368-369	48	16-19		
Explain the nature of channel-member relationships	CM:008	SP		424-427	352-353			338-339, 344-347	

**Instructional Area: MARKETING-INFORMATION MANAGEMENT**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Explain techniques for processing marketing data	IM:062	SP							QuickMBA. (1999-2010). <i>Marketing research</i> . Retrieved September 19, 2011, from <a href="http://www.quickmba.com/marketing/research/">http://www.quickmba.com/marketing/research/</a>
Explain the use of descriptive statistics in marketing decision making	IM:191	SP			136				Trochim, W.M.K. (2006). <i>Descriptive statistics</i> . Retrieved September 19, 2011, from <a href="http://www.socialresearchmethods.net/kb/statdesc.htm">http://www.socialresearchmethods.net/kb/statdesc.htm</a>
Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design)	IM:292	SP							Cox, III, E.P. (n.d.). <i>Research for business decisions: An interdisciplinary approach</i> . Retrieved September 19, 2011, from <a href="http://www.infosurv.com/images/ResearchforBusinessDecisions.pdf">http://www.infosurv.com/images/ResearchforBusinessDecisions.pdf</a>
Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)	IM:293	SP				238	619-624		
Assess appropriateness of research for problem /issue (e.g., research methods, sources of information, timeliness of information, etc.)	IM:296	SP		260-262, 266, 274-275	128-130	242-245	610-612, 614, 617		

**Instructional Area: MARKET PLANNING**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Explain the nature of marketing plans	MP:007	SP	MP 1	62-75	238-240		32-36		
Explain the role of situation analysis in the marketing planning process	MP:008	SP		66-67, 70	519, 599		26-35		
Explain the nature of sales forecasts	MP:013	SP	MP 5	277-280	538-539		35, 599-600, 765, 767		

**Instructional Area: PRODUCT/SERVICE MANAGEMENT**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Identify methods/techniques to generate a product idea	PM:127	SP	PM 11	401-402	278-279	279-280	637, 638		
Generate product ideas	PM:128	SP		402-403	279-280	279-280	637, 638		
Describe the nature of product bundling	PM:041	SP		647-648	303	553		312	
Describe factors used by businesses to position corporate brands	PM:207	SP		309-310, 387-390, 394	84, 170-178, 226	265-266, 267-270, 491-492	530, 534-535, 656-659	48, 50, 185,196, 203-210, 238-239, 374-375	

**Instructional Area: PROMOTION**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Explain the components of advertisements	PR:014	SP				507-512	422-433		
Explain the importance of coordinating elements in advertisements	PR:251	SP				510-512	430-432		
Identify types of public-relations activities	PR:252	SP		539-540, 543	412-414	479-480	365-366	442-443	
Discuss internal and external audiences for public-relations activities	PR:253			495, 538				441-443	
Explain how businesses can use trade-show/ exposition participation to communicate with targeted audiences	PR:254	SP		584	182, 332	478	267-268, 370	472-473	
Explain considerations used to evaluate whether to participate in trade shows/expositions	PR:255	SP		584	182, 332	478	267-268, 370	472-473	
Explain the nature of a promotional plan	PR:073	SP			418-421	497		404-412	
Coordinate activities in the promotional mix	PR:076	SP		51, 482-486	417-418	494-495	373	402-418	



**Instructional Area: SELLING**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Explain the impact of sales cycles	SE:380	SP						462-463	Costigan, J. (2006, March 17). <i>3 tips to shorten the selling cycle and boost your performance</i> . Retrieved September 19, 2011, from <a href="http://carolinanewswire.com/news/News.cgi?database=columns.db&amp;command=view_one&amp;id=210">http://carolinanewswire.com/news/News.cgi?database=columns.db&amp;command=view_one&amp;id=210</a>
Differentiate between consumer and organizational buying behavior	SE:112	SP		175-179, 194-195, 202-207	152-156, 318-319	206-212, 218-221	261, 269-270		
Identify emerging trends for use in selling	SE:404	SP		23-26, 134, 175-179, 238-239	149, 192-193	682-683	204, 206		
Discuss motivational theories that impact buying behavior	SE:359	SP		166-174	147-151	205-209	263		
Prospect for customers	SE:001	SP	SE 116	568	461-463	577-578	268-269		
Qualify customers/clients	SE:400	SP		567-568	463		269-270		
Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings)	SE:369	SP		568			265, 279		
Book appointments with prospective clients	SE:366	SP					279		James, C. (2007, February 19). <i>Getting the appointment (part 1)</i> . Retrieved September 19, 2011, from <a href="http://www.eyesonsales.com/content/article/getting_the_appointment_part_1/">http://www.eyesonsales.com/content/article/getting_the_appointment_part_1/</a>
Prepare sales presentation	SE:067	SP		569		588, 592-594	297-300		

**Instructional Area: SELLING (cont'd)**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Create a presentation software package to support sales presentation	SE:119	SP		569			201-202, 204		
Address needs of individual personalities	SE:810	SP	SE 112					24-25, 144-145	SlideShare. (n.d.). <i>Selling to personality types: Customer's personality types</i> . Retrieved July 9, 2010, from <a href="http://www.slideshare.net/sa/mw53/selling-to-personality-types-presentation">http://www.slideshare.net/sa/mw53/selling-to-personality-types-presentation</a>
Determine customer's buying motives for use in selling	SE:883	SP	SE 109	167	150-151	205-208	263		
Facilitate customer/client buying decisions	SE:811	SP	SE 108	175-179	152-157	579, 588-589, 593	263-265		
Assess customer/client needs	SE:113	SP				263-265	284-287		
Demonstrate product	SE:893	SP	SE 103	569	469-470	594	295-300		
Prescribe solution to customer/client needs	SE:115	SP		569	466	593-594	261-263		
Convert customer/client objections into selling points	SE:874	SP	SE 100	569-570	470-471	595-597	301-307		
Close the sale	SE:895	SP	SE 107	570-571	471-472	601-605	314-318		
Demonstrate suggestion selling	SE:875	SP	SE 110		472	592	321, 323		
Negotiate sales terms	SE:392	SP					222-224, 350-351		Dolan, J. (2005, July/August). <i>Strategies to negotiate any sale</i> . Retrieved July 9, 2010, from <a href="http://www.connections magazine.com/articles/5/063.html">http://www.connections magazine.com/articles/5/063.html</a>

**Instructional Area: SELLING (cont'd)**

<b>Performance Indicator</b>	<b>Perf. Indicator #</b>	<b>Level</b>	<b>LAP #</b>	<b>Contemporary Marketing Page #</b>	<b>Marketing Page #</b>	<b>Marketing Dynamics Page #</b>	<b>Marketing Essentials Page #</b>	<b>Principles of Marketing Page #</b>	<b>Other</b>
Maintain sales standards	SE:387	SP					270-271		Feller, B. (2007, August). <i>Sales standards for better results</i> . Retrieved July 9, 2010, from <a href="http://www.cleanlink.com/SM/article/Sales-Standards-For-Better-Sales-Results--7493">http://www.cleanlink.com/SM/article/Sales-Standards-For-Better-Sales-Results--7493</a>
Sell good/service/idea to individuals	SE:046	SP			468-472	578-584	278-288		
Sell good/service/idea to groups	SE:073	SP							Stowe, T. (2008). <i>7 differences when selling to companies</i> . Retrieved July 9, 2010, from <a href="http://www.businessknowhow.com/marketing/multiplebuyers.htm">http://www.businessknowhow.com/marketing/multiplebuyers.htm</a>
Process sales documentation	SE:117	SP				606-608, 612-613	334-341, 350-351		