

Assessment Blueprint

Accelerated Marketing (3-Credit)



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Test Type: This Programs of Study assessment is a customized assessment for the MBAResearch and Curriculum Center. Programs of Study assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. This assessment offers a written component and is intended for use at the secondary level. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

Revision Team: This assessment was developed by MBAResearch and Curriculum Center, a not-for-profit 501(c)(3) organization operated by 30+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.



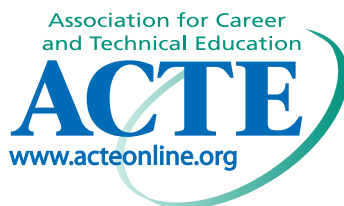
52.1401 – Marketing/Marketing Management, General



Career Cluster 14- Marketing



11-2021.00 – Marketing Managers



The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!



MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors – for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.

Written Assessment

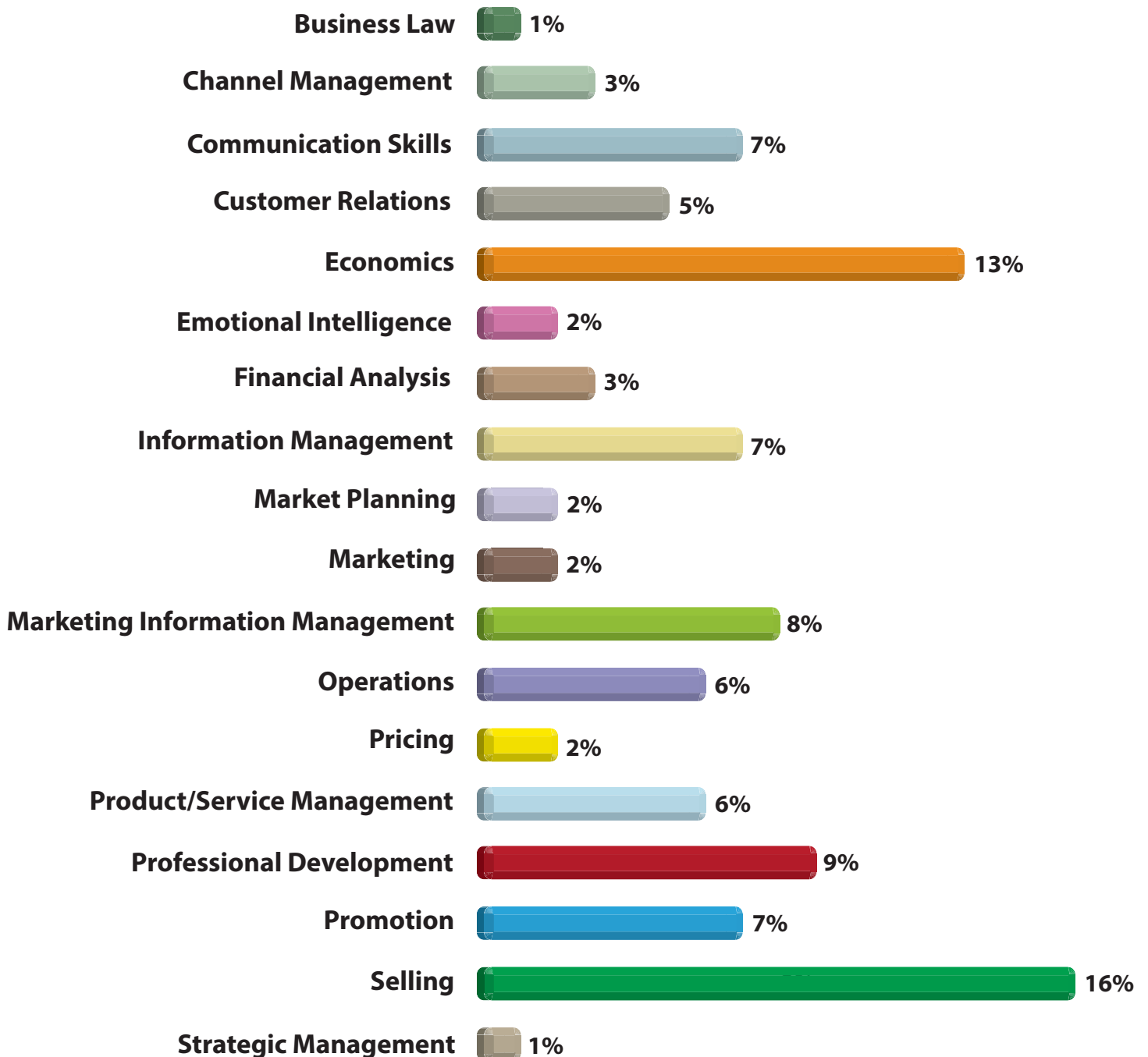
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

Administration Time: 1 hour and 40 minutes

Number of Questions: 100

Number of Sessions: This assessment may be administered in one or two sessions.

Areas Covered



Specific Competencies and Skills Tested in this Assessment

Business Law

- Explain types of business ownership

Channel Management

- Coordinate channel management with other marketing activities
- Describe ethical considerations in channel management
- Explain the nature of channels of distribution

Communication Skills

- Explain the nature of effective written communications
- Handle telephone calls in a businesslike manner
- Write business letters
- Write executive summaries
- Write informational messages
- Write persuasive messages
- Write inquiries

Customer Relations

- Demonstrate a customer-service mindset
- Discuss the nature of customer relationship management
- Handle customer/client complaints
- Handle difficult customers
- Respond to customer inquiries



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Specific Competencies and Skills (continued)

Economics

- Describe the concepts of economics and economic activities
- Describe the determinants of exchange rates and their effects on the domestic economy
- Describe the economic impact of inflation on business
- Describe the nature of taxes
- Describe types of business activities
- Determine economic utilities created by business activities
- Determine the relationship between government and business
- Discuss the global environment in which businesses operate
- Explain the concept of Gross Domestic Product (GDP)
- Explain the concept of productivity
- Explain the economic impact of interest-rate fluctuations
- Explain how organizations adapt to today's markets
- Identify factors affecting a business's profit

Emotional Intelligence

- Demonstrate negotiation skills
- Explain ethical considerations in providing information

Financial Analysis

- Describe the nature of cash flow statements
- Describe the nature of budgets
- Explain the concept of accounting



Information Management

- Apply information to accomplish a task
- Demonstrate basic web-search skills
- Demonstrate personal information management/productivity applications
- Discuss the nature of information management
- Identify ways that technology impacts business
- Obtain needed information efficiently
- Use basic operating systems

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Specific Competencies and Skills (continued)

Market Planning

- Explain the concept of marketing strategies
- Explain the nature of sales forecasts

Marketing

- Explain marketing and its importance in a global economy
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)

Marketing-Information Management

- Describe methods used to design marketing research studies (descriptive, exploratory, causal)
- Describe the need for marketing data
- Explain the nature of marketing research
- Explain the use of descriptive statistics in marketing decision making
- Identify data monitored for marketing decision making
- Discuss the nature of sampling plans (i.e., who, how many, how chosen)
- Explain characteristics of effective data-collection instruments
- Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing)

Operations

- Explain the nature and scope of purchasing
- Explain routine security precautions
- Explain the nature of operations
- Follow instructions for use of equipment, tools, and machinery
- Protect company information and intangibles

Pricing

- Explain factors affecting pricing decisions
- Explain legal considerations for pricing

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Specific Competencies and Skills (continued)

Product/Service Management

- Describe factors used by businesses to position corporate brands
- Describe the nature of product bundling
- Explain the concept of product mix
- Explain the nature of corporate branding
- Identify consumer protection provisions of appropriate agencies
- Identify the impact of product life cycles on marketing decisions

Professional Development

- Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
- Demonstrate appropriate creativity
- Demonstrate problem-solving skills
- Explain employment opportunities in business
- Explain possible advancement patterns for jobs
- Make decisions
- Prepare a resume
- Set personal goals
- Explain the rights of workers



Promotion

- Coordinate activities in the promotional mix
- Describe word-of-mouth channels used to communicate with targeted audiences
- Explain communications channels used in public-relations activities
- Explain how businesses can use trade-show/exposition participation to communicate with targeted audience
- Explain the components of advertisements
- Explain the types of advertising media
- Explain the types of promotion

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Specific Competencies and Skills (continued)

Selling

- Acquire product information for use in selling
- Analyze product information to identify product features and benefits
- Assess customer/client needs
- Close the sale
- Convert customer/client objections into selling points
- Create a presentation software package to support sales presentation
- Demonstrate suggestion selling
- Describe the nature of selling regulations
- Differentiate between consumer and organizational buying behavior
- Discuss motivational theories that impact buying behavior
- Explain company selling policies
- Explain key factors in building a clientele
- Facilitate customer/client buying decisions
- Prospect for customers
- Sell good/service/idea to groups

Strategic Management

- Explain the concept of management



Sample Questions

What marketing function is responsible for stimulating the demand for goods?

- A. Communication
- B. Marketing Information management
- C. Product/Service management
- D. Selling

Timeliness is an advantage of which of the following types of promotional media:

- A. Magazines
- B. Newspapers
- C. Directory
- D. Billboards

Which of the following would probably use a longer channel of distribution than the others:

- A. An airplane
- B. A puppy
- C. A toothbrush
- D. A drum scanner

