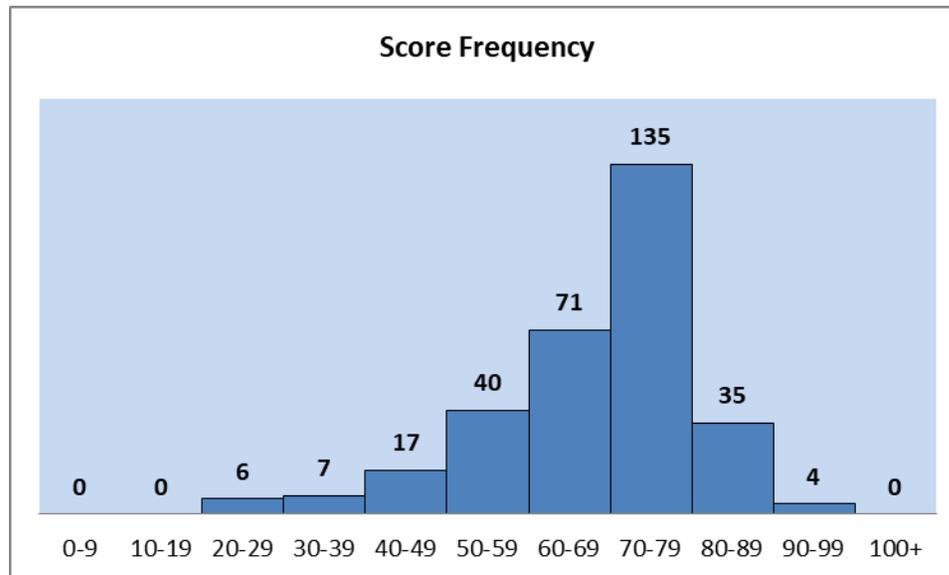




Marketing 2016-17 State Results

Statistics

Participants:	315
Pass Rate:	174
Pass Percentage:	55.24%
Average Score:	67.69
Cut Score:	70



Standards Performance

Marketing	
CONTENT STANDARD 1.0: UNDERSTAND BASIC ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS	
Performance Standard 1.1: Demonstrate a Fundamental Understanding of Economic Concepts	
1.1.3 Describe the nature and scope of economics and economic activities	76.75%
1.1.4 Distinguish between the forms of economic utility	92.36%
1.1.5 Explain the principles of supply, demand, and equilibrium	59.71%
1.1.8 Describe economic concepts that relate to and affect marketing decisions	55.48%
Performance Standard 1.2: Demonstrate an Understanding of Fundamental Economic Systems	
1.2.3 Explain the nature of competition	80.70%
Performance Standard 1.3: Demonstrate an Understanding of Basic Economic Indicators/Trends	
1.3.2 Describe the nature of current global economic events and how they influence marketing decisions	62.42%
Performance Standard 1.4: Understand Basic Concepts of International Marketing and Trade	92.36%
CONTENT STANDARD 2.0: DEMONSTRATE COMPREHENSION OF BUSINESS FUNDAMENTALS	
Performance Standard 2.1: Demonstrate Comprehension of Day to Day Operations for Business Functions	
2.1.1 Explain security issues with technology to protect consumer information and business data	78.98%
2.1.5 Monitor communication media	93.63%
Performance Standard 2.3: Demonstrate Comprehension of Business Law and Ethics	
2.3.1 Explain the required components of a valid contract	51.59%
2.3.2 Describe methods used to protect intellectual property	35.67%
2.3.3 Describe the connection between law and ethics	57.01%
Performance Standard 2.2: Demonstrate Knowledge of Concepts, Strategies, Language, and Systems Used to Obtain or Convey Ideas and Information	

Marketing	
2.2.1 Make a verbal and written client presentation	66.24%
CONTENT STANDARD 3.0: DEMONSTRATE COMPREHENSION OF MARKETING INFORMATION MANAGEMENT	
Performance Standard 3.1: Understand Nature and Scope of Marketing Information	
3.1.1 Describe the need for marketing information	46.18%
3.1.2 Explain the nature and scope of the marketing information function	80.25%
3.1.3 Explain use of descriptive statistics in marketing decision-making	63.69%
3.1.4 Explain the use of Search Engine Optimization (SEO) as it relates to marketing information and decision-making	76.11%
Performance Standard 3.2: Understand Nature and Scope of Marketing Research Activities	
3.2.1 Define marketing research	63.80%
3.2.7 Determine the marketing research problem/issue	60.35%
Performance Standard 3.3: Interpret Marketing Information to Test A Hypothesis and/or to Resolve Issues	
3.3.3 Prepare a basic marketing report	71.02%
3.3.4 Present report findings and make recommendations	68.26%
Performance Standard 3.4: Develop a Marketing Plan	
3.4.1 Describe the elements of a marketing plan	69.43%
3.4.2 Describe the marketing planning process as it relates to a situational analysis	56.37%
3.4.3 Design and develop a marketing plan	58.81%
CONTENT STANDARD 4.0: UNDERSTAND THE NATURE AND SCOPE OF THE PRODUCT/SERVICE MANAGEMENT FUNCTION	
Performance Standard 4.1: Demonstrate Foundational Knowledge of Product/Service Management	
4.1.2 Identify the impact of product life cycles on marketing decisions	62.42%
Performance Standard 4.2: Generate Product Ideas to Contribute to Ongoing Business Success	
4.2.1 Identify product opportunities	73.25%
4.2.7 Create processes for ongoing opportunity recognition	48.41%

Marketing	
Performance Standard 4.4: Demonstrate a Comprehension of Product Mix	
4.4.1 Explain the concept of product mix	62.26%
4.4.3 Determine customer need	79.14%
4.4.4 Plan the product mix or determine services to be provided to customer	82.80%
Performance Standard 4.5: Position Products/Services and/or Position Company to Acquire Desired Business Image	
4.5.1 Describe factors used by marketers to position products/services	68.63%
4.5.3 Explain the role of customer service in positioning/image	93.95%
4.5.4 Develop strategies to position products/services	80.57%
4.5.5 Build product or service brand	58.92%
4.5.8 Develop strategies to position corporate brands	55.73%
CONTENT STANDARD 6.0: UNDERSTAND CONCEPTS AND STRATEGIES RELATING TO PROMOTION OF PRODUCT AND SERVICES	
Performance Standard 6.1: Demonstrate an Understanding of the Nature and Scope of Promotion in Marketing	
6.1.1 Present an argument that supports justifying money spent on advertising	70.54%
6.1.2 Explain the nature and significance of word-of-mouth	84.71%
6.1.3 Define buzz-marketing	61.15%
6.1.5 Discuss the need for strong product branding	70.86%
6.1.8 Explain the role of promotion as a marketing function	38.22%
6.1.9 Identify elements of the promotions mix	70.70%
Performance Standard 6.2: Demonstrate an Understanding of the Concept and Purpose of Publicity and Public Relations	
6.2.4 Describe the use of crisis management in public relations	62.10%
6.2.7 Create and prepare a news release for a product and determine the most cost-effective way to publicize it	83.76%
Performance Standard 6.3: Demonstrate an Understanding of the Concept and Purpose of Sales Promotion	

Marketing	
6.3.4 Develop a sales promotion plan	91.40%
Performance Standard 6.4: Demonstrate an Understanding of the use of Advertising	
6.4.1 Compare/contrast various types of advertising media	62.10%
6.4.2 Summarize the effectiveness of different types of media in the presentation of one product	48.41%
6.4.3 Describe components of an adverting campaign and how it reaches a target audience	91.08%
6.4.6 Analyze an advertising campaign	86.94%
CONTENT STANDARD 7.0: UNDERSTAND THE NATURE AND SCOPE OF SELLING	
Performance Standard 7.1: Understand the Nature and Scope of Selling	
7.1.1 Define selling, prospecting, clientele, and e-commerce	42.04%
7.1.5 Explain the role of customer service as a component of selling relationships	81.53%
Performance Standard 7.2: Demonstrate an Understanding of the Process and Techniques of Selling	
7.2.1 Evaluate how needs vary with different customers	62.10%
7.2.2 Analyze customers buying motives and decisions	84.39%
7.2.3 Describe the steps of the selling process	74.84%
Performance Standard 7.3: Demonstrate an Understanding of the Relationship Between Knowledge of the Product or Service and Selling	
7.3.2 Analyze product and product information to identify product features/benefits	61.46%
CONTENT STANDARD 9.0: DEMONSTRATE KNOWLEDGE OF CHANNEL MANAGEMENT	
Performance Standard 9.2: Develop Channel Management Strategies to Minimize Costs	
9.2.1 Coordinate channel management with other marketing activities	58.92%
9.2.5 Select channel management inventory control systems	63.06%
CONTENT STANDARD 10.0: UNDERSTAND THE NATURE AND SCOPE OF FINANCING AND FINANCIAL ANALYSIS	
Performance Standard 10.1: Demonstrate Knowledge of the Nature and Scope of Financing	

Marketing	
10.1.2 Explain the nature and scope of financing	32.48%