

# Marketing II

## Standards, Competencies, & Evidence of Mastery

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This document accompanies the Missouri Marketing II Instructional Framework and lists the standards and competencies from the MBA Research Standards relevant to the Missouri Marketing II Instructional Framework. Also included are evidence of mastery statements for the instructional framework. The standards, competencies, and evidence of mastery are listed and coded according to the units of instruction for the Missouri Marketing II Instructional Framework.

### Integrated Marketing Communications

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**A: Standard:** Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

**A.1: Competency:** Assess marketing information needs to develop a marketing-information management system.

**A.1.a: Evidence:** Examine the concept and benefits of Integrated Marketing Communications.

**A.2: Competency:** Analyze marketing information to make informed marketing decisions.

**A.2.a: Evidence:** Explore the concepts, strategies, and systems used to obtain and convey ideas and information.

**A.2.b: Evidence:** Describe how the communication process works in promotion.

**A.3: Competency:** Acquire foundational knowledge of marketing-information management to understand its nature and scope.

**A.3.a: Evidence:** Discuss proper etiquette for electronic communications in the workplace.

**B: Standard:** Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.

**B.1: Competency:** Employ marketing-information to develop a marketing plan.

**B.1.a: Evidence:** Explore the forms promotion can take within Integrated Marketing Communications to influence buying decisions.

**B.1.b: Evidence:** Discuss various communication integration levels: such as, Horizontal, Vertical, Internal, External, and Data integration and how these help to strengthen Integrated Marketing Communications.

**B.1.c: Evidence:** Examine the roles and application of research within an Integrated Marketing Communications plan.

**C: Standard:** Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.

**C.1: Competency:** Understand the use of promotional components used to communicate with targeted audiences.

**C.1.a: Evidence:** Explore strategic media planning issues in Integrated Marketing Communications.

**C.1.b: Evidence:** Explain types of advertising media.

**C.1.c: Evidence:** Explain the importance of coordinating elements in advertisements.

**D: Standard:** Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

**D.1: Competency:** Acquire a foundational knowledge of Integrated Marketing Communications.

**D.1.a: Evidence:** Examine IMC programs and activities to build, measure, and manage brand image and development.

**D.1.b: Evidence:** Analyze real world examples of a comprehensive Integrated Marketing Communications plan.

**D.1.c: Evidence:** Develop an Integrated Marketing Communications plan.

## Global Marketing

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**E: Standard:** Understands the economic principles and concepts fundamental to business operations.

**E.1: Competency:** Determine global trade's impact on business decision making.

**E.1.a: Evidence:** Describe what drives the need for global marketing.

**E.1.b: Evidence:** Explain the concept of global marketing strategies.

**E.1.c: Evidence:** Identify considerations in implementing global marketing strategies.

**E.1.d: Evidence:** Identify global market segments.

**E.1.e: Evidence:** Select global target market.

**F: Standard:** Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.

**F.1: Competency:** Apply knowledge of business ownership to establish and continue business operations.

**F.1.a: Evidence:** Explain the steps in developing a global marketing plan.

**F.1.b: Evidence:** Conduct global market analysis (market size, area, potential, etc.).

**F.1.c: Evidence:** Conduct global SMOT analysis for use in the marketing planning process.

- F.1.d: Evidence:** Monitor and evaluate performance of a global marketing plan.
- F.1.e: Evidence:** Determine the relationship between government and business in global marketing.
- F.1.f: Evidence:** Explain the nature of global trade.
- F.1.g: Evidence:** Identify political, economic, socio-cultural, and technological factors that affect global marketing.
- F.1.h: Evidence:** Examine the roles of international trade organizations.
- F.1.i: Evidence:** Identify the effects of global trade on retailing.
- F.1.j: Evidence:** Identify what globalization means for e-commerce.

## Channel Management

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**G: Standard:** Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.

**G.1: Competency:** Acquire foundational knowledge of channel management to understand its role in marketing.

**G.1.a: Evidence:** Explain the nature and scope of channel management.

**G.1.b: Evidence:** Apply the concepts of supply chain and logistics management and the relationship to marketing strategy.

**G.1.c: Evidence:** Recognize what a marketing channel is and why intermediaries are needed.

**G.1.d: Evidence:** Connect the types of channel intermediaries and describe their functions and activities.

**G.1.e: Evidence:** Describe factors that marketing executives consider when selecting and managing a marketing channel.

**G.2: Competency:** Manage channel activities to minimize costs and to determine distribution strategies.

**G.2.a: Evidence:** Critique new technology and emerging trends in the channel management function.

**G.2.b: Evidence:** Summarize the importance of coordinating channel management with other marketing activities.

**H: Standard:** Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

**H.1: Competency:** Implement purchasing activities to obtain business supplies and equipment.

**H.1.a: Evidence:** Assess the nature and scope of purchasing.

**H.1.b: Evidence:** Discuss stock-handling procedures to understand how to process incoming merchandise.

**H.1.c: Evidence:** Investigate the nature of warehousing and storing considerations.

**I: Standard:** Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.

**I.1: Competency:** Utilize inventory-control methods to minimize costs and to meet customer demand.

**I.1.a: Evidence:** Describe the use of inventory control systems.

**I.1.b: Evidence:** Show procedures for determining inventory shrinkage.

**I.1.c: Evidence:** Evaluate inventory status/performance (stock turnover, gross peak seasons, delivery dates, etc.).

**I.2: Competency:** Assess distribution strategies to improve their effectiveness and to minimize their costs.

**I.2.a: Evidence:** Formulate merchandise plans (budgets).

**I.2.b: Evidence:** Investigate purchases and merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.).

**I.2.c: Evidence:** Apply the concept of Plan Reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).

## Marketing Information Management

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**J: Standard:** Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

**J.1: Competency:** Acquire foundational knowledge of marketing-information management to understand its nature and scope.

**J.1.a: Evidence:** Describe the need for marketing information.

**J.1.b: Evidence:** Explain the nature and scope of the marketing information management function.

**J.1.c: Evidence:** Analyze the role of ethics in marketing-information management.

**J.1.d: Evidence:** Critique the use of technology in the marketing-information management function.

**J.2: Competency:** Understand marketing-research activities to show command of their nature and scope.

**J.2.a: Evidence:** Define the nature of marketing research.

**J.2.b: Evidence:** Summarize sources of primary and secondary data.

**J.2.c: Evidence:** Identify the marketing-research problem/issue.

**J.2.d: Evidence:** Show the nature of sampling plans (i.e., who, how many, how chosen).

**J.3: Competency:** Evaluate marketing research procedures and findings to assess their credibility.

**J.3.a: Evidence:** Compare and contrast research techniques.

**J.3.b: Evidence:** Investigate research approaches (e.g., observation, survey, experiment) appropriate to the research problem.

**J.3.c: Evidence:** Assess the relationship between the research purpose and the marketing research objectives.

**J.3.d: Evidence:** Differentiate between the types of rating scales (such as Likert scales, semantic differential scales, behavior intention scales, etc.).

**J.3.e: Evidence:** Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample designs).

**J.3.f: Evidence:** Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout).

**J.3.g: Evidence:** Assess appropriateness of research methods for problem/issue.

**J.4: Competency:** Design qualitative marketing-research study to ensure appropriateness of data-collection efforts.

**J.4.a: Evidence:** Analyze the use of diaries (e.g., product, media-use, contact).

**J.4.b: Evidence:** Define the nature of qualitative research.

**J.4.c: Evidence:** Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).

**J.5: Competency:** Process marketing information to test hypotheses and/or to resolve issues.

**J.5.a: Evidence:** Select appropriate research techniques.

**J.5.b: Evidence:** Design qualitative research study.

**J.5.c: Evidence:** Interpret qualitative research findings.

**K: Standard:** Applies technological tools in marketing to expedite workflow.

**K.1: Competency:** Utilize information-technology tools to manage and perform work responsibilities.

**K.1.a: Evidence:** Use an integrated business software application package.

**K.1.b: Evidence:** Demonstrate collaborative/groupware applications.

## Entrepreneurship

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**L: Standard:** Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

**L.1: Competency:** Acquire knowledge of the impact of entrepreneurship to make informed economic decisions.

**L.1.a: Evidence:** Explain the importance of entrepreneurs/small business in the US and global economies.

**L.1.b: Evidence:** Recognize types/forms of business ownership.

**L.1.c: Evidence:** Explain the concept of productivity.

**L.1.d: Evidence:** Describe the characteristics and skills of entrepreneurs.

**L.1.e: Evidence:** Explain what entrepreneurs contribute to the economy.

**L.1.f: Evidence:** Determine the reasons that businesses succeed or fail.

**M: Standard:** Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.

**M.1: Competency:** Apply knowledge of business ownership to establish and continue business operations.

**M.1.a: Evidence:** Compare and contrast the advantages and disadvantages of entrepreneurship.

**M.1.b: Evidence:** Summarize the purpose and importance of a business plan.

**N: Standard:** Understands the economic principles and concepts fundamental to business operations.

**N.1: Competency:** Understand economic indicators to recognize economic trends and conditions.

**N.1.a: Evidence:** Describe economic systems.

**N.1.b: Evidence:** Discuss current trends that provide opportunity for entrepreneurs.

**N.1.c: Evidence:** Describe types of economic resources.

## Career & Professional Development

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**O: Standard:** Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.

**O.1: Competency:** Implement job-seeking skills to obtain employment.

**O.1.a: Evidence:** Research career trends and opportunities in marketing.

**O.1.b: Evidence:** Identify requirements for professional certifications in marketing.

**O.1.c: Evidence:** Update (or create) an (electronic) resume.

**O.1.d: Evidence:** Update (or create) a cover letter.

**O.1.e: Evidence:** Tailor interview techniques to a variety of companies.

**O.2: Competency:** Utilize career-advancement activities to enhance professional development.

**O.2.a: Evidence:** Assess the services provided by professional trade organizations.

**O.2.b: Evidence:** Discuss networking skills for professional development.