

MISSOURI EDUCATOR GATEWAY ASSESSMENTS

Field 022 Marketing

Content Alignment Table

The Content Alignment Study below provides information about the alignment of knowledge and skills described in the competencies that make up the test framework for this licensure test with the state and national standards designated by the Department of Elementary and Secondary Education for this field. The table indicates those portions of the relevant state and/or national standards that are addressed -- in whole or in part -- by each competency.

Test Competency	Missouri Department of Elementary and Secondary Education Marketing I Objectives	Missouri Department of Elementary and Secondary Education Marketing II Objectives
Core Marketing Principles		
0001 Understand marketing communication.	Communications: 1–7; 9–11; 13 Marketing Concepts: 3	Information Management: 6 Marketing Communications: 3
0002 Understand marketing concepts.	Career and Professional Development: 4, 11 Communications: 10–11 Marketing Concepts: 4–5, 7–12, 14, 16, 19–30, 33	Global Marketing: 2 Information Management: 3
0003 Understand economic principles.	Career and Professional Development: 3 Economics: 1–16, 19–28	
0004 Understand core concepts of business and entrepreneurship.	Product Service Management: 1, 4	Entrepreneurship: 2, 4–8, 10–16
0005 Understand techniques of computation and quantitative analysis in marketing.	Marketing Concepts: 1	Information Management: 4, 8–9, 15

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Marketing Functions		
0006 Understand product/service management.	Product Service Management: 1–8, 10–11, 13–30	
0007 Understand the role of pricing in marketing.	Pricing: 1–2, 4–7, 9–17	
0008 Understand the role of channel management in marketing.		Channel Management: 1–16
0009 Understand the role of promotion in marketing.	Promotion: 1–3, 5–20, 22–38, 41–67	
0010 Understand the techniques of selling.	Selling: 1–15, 20–22, 26–35, 37–38, 40, 43–48, 50, 52–54	
Natural Resources and Food Science		
0011 Understand principles of integrated marketing communications.	Marketing Concepts: 29 Promotion: 17 Product Service Management: 21–22	Marketing Communications: 1–13
0012 Understand the role of global marketing in the business environment.		Global Marketing: 1–15
0013 Understand marketing information management.		Information Management: 1–11, 14–23
0014 Understand career development and marketing careers in the business environment.	Career and Professional Development: 1–2, 5–10	Career Professional Development: 1–7