

Missouri Educator Gateway Assessments

FIELD 022: MARKETING TEST FRAMEWORK

June 2014

Content Domain	Range of Competencies	Approximate Percentage of Test Score
I. Core Marketing Principles	0001–0005	36%
II. Marketing Functions	0006–0010	36%
III. Global Marketing and Research	0011–0014	28%

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CORE MARKETING PRINCIPLES

0001 Understand marketing communication.

For example:

- 1.1 Analyze business and marketing communications by citing specific textual evidence to support analysis and determine central ideas or information of a primary or secondary source.
- 1.2 Demonstrate knowledge of techniques for producing clear, coherent writing, including persuasive writing, in which the development, organization, and style are appropriate to the given marketing contexts.
- 1.3 Demonstrate knowledge of effective oral and nonverbal communication skills used in business and marketing settings.
- 1.4 Demonstrate knowledge of methods and etiquette in communicating with customers and maintaining customer relationships.
- 1.5 Demonstrate knowledge of strategies and technologies for preparing and delivering presentations to diverse audiences.
- 1.6 Demonstrate knowledge of the use of technology in marketing communication.

0002 Understand marketing concepts.

For example:

- 2.1 Demonstrate knowledge of principles of marketing, including the role of marketing and the marketing concept.
- 2.2 Apply knowledge of customer behavior and factors affecting attitudes, perception, and purchasing decisions.
- 2.3 Apply knowledge of types of markets, market planning, market segmentation, and the marketing mix.
- 2.4 Demonstrate knowledge of business and marketing trends and the importance of marketing in the global economy.
- 2.5 Demonstrate knowledge of social responsibility and legal and ethical issues in marketing.

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0003 Understand economic principles.

For example:

- 3.1 Apply concepts related to economics, including opportunity costs, supply and demand, and the law of diminishing returns.
- 3.2 Analyze the free market system and compare and contrast different economic and political systems.
- 3.3 Analyze factors that influence economic growth and the business cycle.
- 3.4 Apply economic indicators (e.g., gross domestic product [GDP], consumer price index [CPI], inflation) to assess the state of the economy.
- 3.5 Analyze monetary and fiscal policies and how these policies affect the U.S. and global economy.

0004 Understand core concepts of business and entrepreneurship.

For example:

- 4.1 Demonstrate knowledge of the types and forms of business ownership.
- 4.2 Apply knowledge of business organization and management functions (e.g., planning, organizing, directing, controlling).
- 4.3 Demonstrate knowledge of principles of finance and financial management (e.g., interpreting financial statements, cash-flow planning).
- 4.4 Demonstrate knowledge of purpose and importance of business plans and the characteristics and skills of entrepreneurs.

0005 Understand techniques of computation and quantitative analysis in marketing.

For example:

- 5.1 Apply basic computational skills involving integers, fractions, percents, and proportions to solve problems in marketing contexts.
- 5.2 Interpret charts, tables, and graphs in various marketing contexts.
- 5.3 Apply basic principles of measurement and expressions and equations to model and solve marketing problems.

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MARKETING FUNCTIONS

0006 Understand product/service management.

For example:

- 6.1 Demonstrate knowledge of the nature and scope of the product/service management function.
- 6.2 Apply knowledge of product/service mix strategies, including product development, product line expansion, and product deletion.
- 6.3 Apply knowledge of marketing management strategies throughout the product/service life cycle.
- 6.4 Apply strategies of product/service positioning and knowledge of branding, packaging, and labeling, including legal and ethical issues.
- 6.5 Demonstrate knowledge of extended product/service features, including types of warranties and guarantees and consumer protection laws and agencies.

0007 Understand the role of pricing in marketing.

For example:

- 7.1 Demonstrate knowledge of the nature and scope of the pricing function, including factors that affect pricing decisions.
- 7.2 Apply pricing concepts (e.g., cost-oriented pricing, demand-oriented pricing) in a variety of situations.
- 7.3 Model and solve problems involving strategies for setting prices, including return on investment (ROI), break-even analysis, profit maximization, and discounts.
- 7.4 Apply knowledge of various pricing objectives, strategies, policies, and models.

0008 Understand the role of channel management in marketing.

For example:

- 8.1 Demonstrate knowledge of types of distribution channels and channel intermediaries for various types of products and services.
- 8.2 Apply knowledge of the nature and scope of purchasing, physical distribution systems, and warehousing and storing.
- 8.3 Demonstrate knowledge of inventory control systems and related concepts (e.g., stock turnover, gross margin return on inventory [GMROI]).
- 8.4 Apply concepts of supply chain and logistic management and emerging trends in the channel management function.

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0009 Understand the role of promotion in marketing.

For example:

- 9.1 Demonstrate knowledge of types of promotion and elements of the promotional mix.
- 9.2 Apply knowledge of the types of advertising (e.g., public relations, word of mouth, trade shows).
- 9.3 Apply knowledge of direct marketing, including digital strategies (e.g., e-mail, mobile devices).
- 9.4 Demonstrate knowledge of advertising design strategies, including the creation of copy and the use of graphic design elements and storyboards.
- 9.5 Apply knowledge of public relations (e.g., analyzing trends, developing press kits, participating in community activities).
- 9.6 Apply knowledge of specialty promotions, visual promotions, cross merchandising, and types of display arrangements.

0010 Understand techniques of selling.

For example:

- 10.1 Demonstrate knowledge of the nature of the selling function and strategies for creating positive customer relations.
- 10.2 Apply knowledge of the selling process (e.g., determining customer needs, communicating product benefits, creating sales presentations, closing the sale).
- 10.3 Compare and contrast the selling process in consumer sales and organizational sales.
- 10.4 Apply knowledge of sales responsibilities, including developing clientele, using marketing research, creating sales reports, and developing and implementing sales plans.
- 10.5 Apply methods and procedures of sales management, including sales quotas, incentive programs, and customer service controls.

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GLOBAL MARKETING AND RESEARCH

0011 Understand principles of integrated marketing communications.

For example:

- 11.1 Demonstrate knowledge of systems and tools needed to gather, access, synthesize, and disseminate information used for making marketing decisions.
- 11.2 Analyze marketing information to make informed decisions in marketing.
- 11.3 Demonstrate knowledge of the goals and techniques of integrated marketing communications (e.g., target marketing, communication integration, brand development).
- 11.4 Demonstrate knowledge of strategies for using digital tools (e.g., search engines, social media) for presenting a unified marketing message to a target audience.

0012 Understand the role of global marketing in the business environment.

For example:

- 12.1 Demonstrate knowledge of global marketing strategies, including market segmentation and techniques for identifying target markets.
- 12.2 Demonstrate knowledge of characteristics of global marketing plans (e.g., identifying risks, performing marketing research, analyzing global trends, SWOT analysis).
- 12.3 Analyze organizational structures and forms of international businesses and how cultural, sociopolitical, and other factors affect global business and marketing.
- 12.4 Examine the roles of trade agreements, international agencies, and international financial institutions in global commerce.

0013 Understand marketing information management.

For example:

- 13.1 Demonstrate knowledge of the nature and scope of marketing information management, including the role of ethics in marketing research.
- 13.2 Demonstrate knowledge of marketing research (e.g., primary and secondary, qualitative and quantitative research).
- 13.3 Demonstrate knowledge of a variety of research techniques and approaches (e.g., observation, survey, focus group, experiment).
- 13.4 Demonstrate knowledge of the use of technology in marketing information management.

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0014 Understand career development and marketing careers in the business environment.

For example:

- 14.1 Demonstrate knowledge of a variety of marketing careers (e.g., retailing and merchandising, advertising, marketing research) and career trends.
- 14.2 Demonstrate knowledge of strategies for matching personal interests, education, needs, and experience to marketing careers.
- 14.3 Demonstrate knowledge of personal characteristics necessary for a job in marketing and strategies for finding and applying for a job in marketing (e.g., creating résumés, networking, interviewing).
- 14.4 Demonstrate knowledge of goals and purposes of work-based learning programs, including student leadership programs.