Channel Management (CM)

Acquire foundational knowledge of channel management to understand its role in marketing.

CM:001 Explain the nature and scope of channel management (CS) LAP-CM-002
CM:003 Explain the nature of channels of distribution (CS) LAP-CM-003
CM:004 Describe the use of technology in the channel management function (CS)
CM:005 Explain legal considerations in channel management (SP)
CM:006 Describe ethical considerations in channel management (SP)

Manage channel activities to minimize costs and to determine distribution strategies.

CM:007 Coordinate channel management with other marketing activities (SP)
CM:008 Explain the nature of channel-member relationships (SP)
CM:021 Explain the nature of affinity partner relationships (SP)

Marketing-Information Management (IM)

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

IM:012 Describe the need for marketing data (CS) LAP-IM-012
IM:184 Identify data monitored for marketing decision making (SP) LAP-IM-184
IM:001 Explain the nature and scope of the marketing-information management function (SP) LAP-IM-002
IM:025 Explain the role of ethics in marketing-information management (SP)
IM:183 Describe the use of technology in the marketing-information management function (SP)
IM:419 Describe the regulation of marketing-information management (SP)

Understand marketing-research activities to show command of their nature and scope.

IM:010 Explain the nature of marketing research (SP) LAP-IM-010
IM:282 Discuss the nature of marketing research problems/issues (SP) LAP-IM-282

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

IM:284 Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP) LAP-IM-284
IM:281 Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (SP) LAP-IM-015
IM:285 Discuss the nature of sampling plans (i.e., who, how many, how chosen) (SP) LAP-IM-016
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Performance Indicators

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

IM:289 Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (SP) LAP-IM-017
IM:418 Explain characteristics of effective data-collection instruments (SP)

Interpret marketing information to test hypotheses and/or to resolve issues.

IM:062 Explain techniques for processing marketing data (SP)
IM:469 Monitor/measure customer “buzz” (SP)
IM:191 Explain the use of descriptive statistics in marketing decision making (SP)

Evaluate marketing research procedures and findings to assess their credibility.

IM:292 Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (SP)
IM:293 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (SP)
IM:428 Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (SP)

Marketing (MK)

Understand marketing's role and function in business to facilitate economic exchanges with customers.

MK:001 Explain marketing and its importance in a global economy (CS) LAP-MK-004
MK:002 Describe marketing functions and related activities (CS) LAP-MK-001

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

MK:014 Explain factors that influence customer/client/business buying behavior (SP) LAP-MK-006
MK:015 Discuss actions employees can take to achieve the company's desired results (SP) LAP-MK-002
MK:019 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (SP) LAP-MK-003

Market Planning (MP)

Develop marketing strategies to guide marketing tactics.

MP:001 Explain the concept of marketing strategies (CS) LAP-MP-002

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Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

MP:003 Explain the concept of market and market identification (CS) LAP-MP-003

Employ marketing-information to plan marketing activities.

MP:006 Explain the nature of marketing planning (SP)
MP:007 Explain the nature of marketing plans (SP) LAP-MP-007
MP:008 Explain the role of situation analysis in the marketing planning process (SP)
MP:013 Explain the nature of sales forecasts (SP) LAP-MP-005

Professional Development (PD)

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

PD:137 Explain the need for professional and ethical standards in marketing (SP)

Participate in career planning to enhance job-success potential.

PD:024 Explain employment opportunities in marketing (CS) LAP-PD-021

Pricing (PI)

Develop a foundational knowledge of pricing to understand its role.

PI:001 Explain the nature and scope of the pricing function (SP) LAP-PI-002
PI:015 Describe the role of business ethics in pricing (SP)
PI:016 Explain the use of technology in the pricing function (SP)
PI:017 Explain legal considerations for pricing (SP)
PI:002 Explain factors affecting pricing decisions (SP) LAP-PI-003

Product/Service Management (PM)

Acquire a foundational knowledge of product/service management to understand its nature and scope.

PM:001 Explain the nature and scope of the product/service management function (SP) LAP-PM-017
PM:024 Identify the impact of product life cycles on marketing decisions (SP) LAP-PM-018
PM:039 Describe the use of technology in the product/service management function (SP)
PM:040 Explain business ethics in product/service management (SP)
Generate product ideas to contribute to ongoing business success.
PM:134 Identify product opportunities (SP)
PM:127 Identify methods/techniques to generate a product idea (SP) LAP-PM-127
PM:128 Generate product ideas (SP)

Apply quality assurances to enhance product/service offerings.
PM:019 Describe the uses of grades and standards in marketing (CS) LAP-PM-008
PM:020 Explain warranties and guarantees (CS) LAP-PM-004
PM:017 Identify consumer protection provisions of appropriate agencies (SP) LAP-PM-007

Employ product-mix strategies to meet customer expectations.
PM:003 Explain the concept of product mix (SP) LAP-PM-003
PM:041 Describe the nature of product bundling (SP)

Position company to acquire desired business image.
PM:206 Explain the nature of corporate branding (SP) LAP-PM-020
PM:207 Describe factors used by businesses to position corporate brands (SP)
PM:277 Identify customer touch points (SP)

Position products/services to acquire desired business image.
PM:042 Describe factors used by marketers to position products/services (SP) LAP-PM-019
PM:021 Explain the nature of product/service branding (SP) LAP-PM-006
PM:276 Describe the role of customer voice in branding (SP)

Promotion (PR)
Acquire a foundational knowledge of promotion to understand its nature and scope.
PR:001 Explain the role of promotion as a marketing function (CS) LAP-PR-002
PR:002 Explain the types of promotion (i.e., institutional, product) (CS) LAP-PR-004
PR:003 Identify the elements of the promotional mix (SP) LAP-PR-001
PR:099 Describe the use of business ethics in promotion (SP)
PR:100 Describe the use of technology in the promotion function (SP)
PR:101 Describe the regulation of promotion (SP)
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Performance Indicators

**Understand promotional channels used to communicate with targeted audiences.**

PR:007 Explain types of advertising media (SP) LAP-PR-003  
PR:247 Describe word-of-mouth channels used to communicate with targeted audiences (SP)  
PR:089 Explain the nature of direct marketing channels (SP)  
PR:249 Identify communications channels used in sales promotion (SP)  
PR:250 Explain communications channels used in public-relations activities (SP)

**Understand the use of an advertisement's components to communicate with targeted audiences.**

PR:014 Explain the components of advertisements (SP)  
PR:251 Explain the importance of coordinating elements in advertisements (SP)

**Understand the use of public-relations activities to communicate with targeted audiences.**

PR:252 Identify types of public-relations activities (SP)  
PR:253 Discuss internal and external audiences for public-relations activities (SP)

**Selling (SE)**

**Acquire a foundational knowledge of selling to understand its nature and scope.**

SE:017 Explain the nature and scope of the selling function (CS) LAP-SE-117  
SE:076 Explain the role of customer service as a component of selling relationships (CS) LAP-SE-130  
SE:828 Explain key factors in building a clientele (SP) LAP-SE-115  
SE:932 Explain company selling policies (CS) LAP-SE-121  
SE:106 Explain legal and ethical considerations in selling (SP) LAP-SE-129  
SE:107 Describe the use of technology in the selling function (SP)  
SE:108 Describe the nature of selling regulations (SP)

**Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.**

SE:062 Acquire product information for use in selling (CS) LAP-SE-131  
SE:109 Analyze product information to identify product features and benefits (SP) LAP-SE-113

**Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.**

SE:048 Explain the selling process (CS) LAP-SE-048  
SE:359 Discuss motivational theories that impact buying behavior (SP)