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ABSTRACT

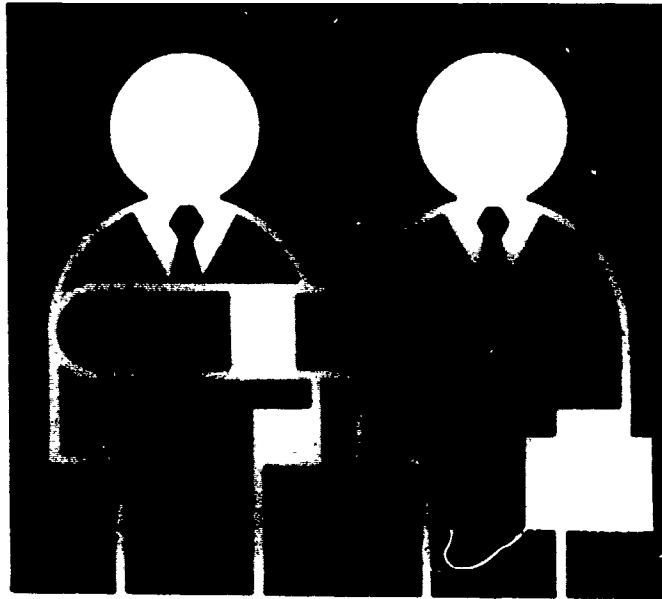
This guide lists the core curriculum competencies expected to be developed by students in secondary Fundamentals of Marketing courses in Missouri. It was developed through revision of the prior core curriculum by a project team with input from all the marketing instructors in the state. Competencies listed in the revised fundamentals of marketing core curriculum fall under nine headings: (1) communications in marketing; (2) economic concepts; (3) employment and advancement; (4) human relations in marketing; (5) marketing operations; (6) market planning; (7) advertising and sales promotion; (8) selling; and (9) marketing concepts. (KC)

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# FUNDAMENTALS OF MARKETING

## Missouri Marketing Education Curriculum



### Competency Listing

Revised, 1990

Missouri Department of Elementary and Secondary Education  
Division of Vocational and Adult Education  
Marketing and Cooperative Education Section

University of Missouri-Columbia  
Department of Practical Arts and Vocational-Technical Education  
Marketing Education Program

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**COMPETENCY PROFILE DEVELOPMENT FOR THE  
MARKETING EDUCATION CURRICULUM**

**Project Number: 90-133-110-7**

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**June 30, 1990**

**Missouri Department of Elementary and Secondary Education  
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## 1990 REVISIONS TO THE MISSOURI MARKETING EDUCATION CORE CURRICULUM FUNDAMENTALS OF MARKETING

The Marketing and Cooperative Education section of the Division of Vocational and Adult Education, through a funded project with the Marketing Education program at the University of Missouri-Columbia, established a minimum core curriculum for "Fundamentals of Marketing" and "Advanced Marketing" as part of the Vocational Instructional Management System (VIMS) implementation in 1983. These were the minimum core competencies that should be utilized in all Marketing Education programs on the secondary level.

In order to ensure that the secondary programs of Marketing Education are providing up-to-date instruction in the discipline of marketing, the core competencies were revalidated by marketing instructors and business/industry representatives and appropriate revisions and/or modifications made in the core competencies of the curriculum during the 1989-90 academic year. Revisions and modifications of the core competencies were reviewed by the Missouri Marketing Education Curriculum Team.

### Revalidation Process

The following activities were undertaken as part of the revalidation process:

1. Each marketing instructor completed a survey instrument utilizing a five point likert scale for each core competency. The likert scale ranged from "very critical" to "not critical" for the assessment of each core competency in the current curriculum. In addition, each marketing instructor was asked to add any additional competencies which they deemed "critical" to the curriculum. Marketing instructors were also asked to indicate the title of instructional resources that were utilized within the program.

2. Upon completion of the data gathering from the survey, the data was tabulated and presented to the Missouri Marketing Education Curriculum Team for their review. Utilizing the data provided, members of the team made revisions and/or modifications to the core competencies.

3. Following the revisions and/or modifications made by the Missouri Marketing Education Curriculum Team, the "revised" core curriculum was reviewed by a select group of business and industry representatives in marketing for their input and modification.

4. Upon completion of the review by business/industry, four focus groups were established around the state. The purpose of the focus groups were to review the "revised" core curriculum, solicit information concerning instructional resources for the purpose of cross-referencing, and to sort the competencies into topical headings under each major duty band.

5. Once the "revised" core competencies were determined, the project staff "cross-referenced" the core competencies with selected textbooks and resource materials. In addition, expected student learning outcomes were developed for major subdivisions of the core curriculum.

6. The Missouri Marketing Education Curriculum Team conducted a final review of all materials for accuracy and useability and established the "revised" core curriculum.

## Revisions in the Core Curriculum

The following revisions were made in the Fundamentals of Marketing Core Curriculum:

1. The "duty band" of Economics and Marketing was divided into two "duty bands" entitled: Economic Concepts and Marketing Concepts.
2. The "duty band" of Physical Distribution was eliminated and the competencies either dropped from the current listing or realigned into other "duty bands."
3. The "duty band" of Sales Promotion was expanded and entitled: Advertising and Sales Promotion to more accurately reflect the competencies.
4. Many of the competencies within the Fundamentals of Marketing core curriculum were reworded and/or modified to provide greater depth in the teaching of the competencies and to reflect current marketing standards. In many instances, competencies were dropped from the listing, but the intent of the content of the competency was included within another competency.
5. Competency numbering schemes were maintained in order to assist those instructors utilizing computerized record keeping and to maintain cross listing of test questions, performance assessment techniques, and Instructional Management Plans provided to marketing instructors as part of the implementation of the Vocational Instructional Management System process.

# FUNDAMENTALS OF MARKETING (Revised, 1990)

## A. COMMUNICATIONS IN MARKETING

- A004 Speak in a business like manner
- A005 Use proper listening skills
- A006 Use the telephone in a business like manner
- A007 Use non-verbal communication to help convey feelings
- A008 Read and understand written communications
- A009 Complete letters, forms, reports, and memorandums
- A010 Describe the importance of reading current business news media
- A011 Describe the communications process

## B. ECONOMIC CONCEPTS

- B003 Recognize that economic goods are the products and services offered to meet consumer needs and wants
- B004 Define economics as a process
- B005 Identify economic activities
- B006 Explain the importance of understanding economics
- B007 Identify the major types of economic resources
- B008 Identify examples of economic resources according to major type
- B009 Explain the meaning of private free enterprise
- B010 Describe the different types of business ownership
- B011 Compare and contrast the characteristics and values of three major economic systems
- B013 Define profit
- B014 Identify elements that need to be accounted for before a profit can be made
- B015 Explain why profit is an essential part of the private free enterprise system
- B016 Define supply and demand
- B017 Distinguish between buyer's and seller's markets
- B018 Describe the influences and interactions of supply and demand
- B019 Identify that the market price of a product is based on what a consumer is willing to give and what a seller is willing to take
- B020 Identify the effects of competition on buyers and sellers
- B021 Explain why competition is important to the successful functioning of a private free enterprise system
- B031 Define Gross National Product
- B032 Identify components of GNP calculations
- B033 Explain why the U.S. GNP has continued to grow

## C. EMPLOYMENT AND ADVANCEMENT

- C001 Identify personal occupational requirements
- C002 Describe entry-level marketing jobs available in most communities
- C003 Identify possible advancement patterns
- C004 Identify a tentative marketing occupational interest
- C005 Develop a confident attitude toward participating in an employment interview
- C006 Meet the standards of appearance and behavior required for the interview
- C007 Complete a personal resume and letter of application
- C008 Complete employment application forms for marketing employment
- C009 Recognize the purposes and types of employment tests and general guidelines for taking them
- C010 Complete a personal interview and follow-up

- C011 Explain the importance of rules and regulations in a business
- C012 Describe desirable work habits
- C013 Explain gross pay and net pay
- C014 Identify ways of integrating school and work experiences together

#### D. HUMAN RELATIONS IN MARKETING

- D001 Define human relations
- D002 Identify human relationships in marketing businesses
- D003 Identify the importance of self-understanding in establishing effective human relationships
- D004 Analyze personal interests, aptitudes, traits, abilities, and attitudes
- D005 Identify personal strengths and weaknesses
- D006 Describe the importance of a positive self-image
- D007 Identify sources for self-understanding
- D008 Develop a plan of short and long-term goals
- D009 Develop professional relationships with customers, co-workers, supervisors, and managers

#### E. MARKETING OPERATIONS

- E001 Perform addition and subtraction applications in marketing
- E002 Perform multiplication and division applications in marketing
- E003 Perform fraction and percentage applications in marketing
- E004 Calculate correct prices of products or services and total amounts of purchases
- E005 Handle various types of payment for purchases
- E006 Handle returns for exchange, cash refunds, or charge credit
- E007 Handle COD and layaway sales transactions
- E008 Explain the importance of inventory control
- E009 Explain the term perpetual inventory
- E010 Explain the procedures of a physical inventory
- E011 Explain the importance of pricing
- E012 Define the terminology used in pricing
- E013 Calculate mark-up and mark-downs
- E014 Arrange currency and coin in cash drawer
- E015 Maintain proper amount of cash in appropriate denominations in cash drawer
- E016 Balance cash drawer against cash register reading
- E017 Handle cash transactions including change making activities
- E018 Use sales sheets in reporting daily sales
- E019 Maintain records of cash received and bank deposits
- E020 Identify importance of preventing stock shrinkage

#### F. MARKET PLANNING

- F004 Explain the role that product/service planning activities play in a company's success in the marketplace
- F005 Identify factors that influence product/service planning
- F006 Identify the methods of gathering primary marketing data
- F007 Apply one or more of the methods to gather primary data
- F008 Explain the difference between the total market approach and the segmentation approach to product planning
- F009 Cite examples of specific products/services and their target markets
- F010 Identify the functions of packaging to meet the needs of specific marketing
- F011 Define product line and product mix



- F012 Identify the stages of the product life cycle
- F013 Explain the steps in product planning

#### H. ADVERTISING AND SALES PROMOTION

- H001 Identify the major advertising media used to promote sales
- H002 Identify the basic types of displays used to promote sales
- H003 Identify the special promotion activities used to promote sales
- H004 Identify how sales promotion benefits the marketing business, employee, and consumer
- H005 Identify the major elements of a print or broadcast advertisement
- H008 Compare current promotional material sent out to consumers by a business and its competitors (ex. catalogs, manufacturers' brochures, etc.)
- H009 Identify the costs of various advertising media
- H010 Identify the importance of visual merchandising as it applies to a business image
- H011 Select appropriate, seasonal, and timely display merchandise
- H012 Identify the basic elements of display arrangement
- H013 Plan location of displays
- H014 Analyze print and broadcast advertisements

#### I. SELLING

- I001 Identify how to analyze customer needs and wants
- I002 Identify how to determine the buying motives of customers and then appeal to them
- I003 Approach the customer, determine needs, and begin the sale
- I004 Present the features and benefits of a product or service
- I005 Overcome customer's objections and excuses
- I006 Close the sale
- I007 Follow-up to service the sale
- I008 Identify sources of product or service knowledge
- I009 Use information on tags, labels, stamps, wrappers, etc. to help the customer buy intelligently
- I010 Convert product or service knowledge into selling points
- I011 Compare goods or services favorably with competing products or services
- I012 Suggest advertised product or services needed from one's own company that might satisfy customer's needs
- I013 Coordinate products or services with related items in an attempt to increase the amount of the sale
- I014 Suggest larger quantities, higher priced goods, and additional goods in an effort to increase the average sale
- I015 Identify the various types of selling, besides retailing, that takes place in marketing

#### J. MARKETING CONCEPTS

- J001 Define marketing
- J002 Explain the importance of marketing in our economy
- J003 Define marketing functions
- J004 Explain the functions involved in marketing products and services
- J005 Define the meaning of a market for a product
- J006 Describe how a market for a product can be identified
- J007 Identify demographic characteristics that would compose market segments for particular products

- J008 Define channel of distribution
- J009 Describe two basic types of distribution
- J010 Describe the function performed by channel intermediaries
- J011 Identify factors that influence the length/width of a channel
- J012 Explain the marketing concept
- J013 Define marketing mix