

Program: Marketing

CIP# 521899

Competency	Course and Quarter Assessed															
	Intro		Level 1				Level 2				Level 3					
	1	2	1	2	3	4	1	2	3	4	1	2	3	4		
1. Students will understand that basic marketing functions promote the success of a product or service.	x			x			x									
2. Students will understand the how the marketing mix stimulates growth.		x			x				x							
3. Students will understand the concepts and strategies utilized to determine target marketing strategies to a select audience (market).				x				x								
4. Students will understand the concepts and processes that are needed to obtain, develop, maintain and improve a product or service mix in response to marketing opportunities (product).	x		x				x									
5. Students will understand the concepts and actions need to in order to to determine client needs, wants, and respond through planned, personalized communication that enhances future business opportunities (selling).		x				x				x						
6. Students will understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome (promotion).				x					x							
7. Students will understand that competitive and other external forces which impact an organization's ability to execute a marketing plan.		x				x				x						

8. Students will understand that political, legal, economical, and cultural forces impact marketing globally.		x			x				x					