Student's Name/Initial:	/	Date:	Teacher's Initials:	Date:

MARKETING STUDENT PROFILE

COURSE CODE: 5421

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

3 - Skilled--can perform task independently with no supervision
2 - Moderately skilled--can perform task completely with limited supervision
1 - Limitedly skilled--requires instruction and close supervision
N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

3 - Knowledgeable--can apply the concept to solve problems
2 - Moderately knowledgeable--understands the concept
1 – Limitedly knowledgeable--requires additional instruction
N - No exposure--has not received instruction in this area

A. SAFETY

3	2	1	N		
__	__	__	__	1.	Review school safety policies and procedures.
__	__	__	__	2.	Review classroom safety rules and procedures.
__	__	__	__	3.	Review safety procedures for using equipment in the classroom.
__	__	__	__	4.	Identify major causes of work-related accidents in office environments.
__	__	__	__	5.	Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3	2	1	N		
__	__	__	__	1.	Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
__	__	__	__	2.	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
__	__	__	__	3.	Explain the benefits and responsibilities of being a member of a CTSO.
__	__	__	__	4.	List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
__	__	__	__	5.	Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3	2	1	N		
__	__	__	__	1.	Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
__	__	__	__	2.	Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
__	__	__	__	3.	Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
__	__	__	__	4.	Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
__	__	__	__	5.	Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
__	__	__	__	6.	Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
__	__	__	__	7.	Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

__	__	__	__	1.	Demonstrate punctuality.
__	__	__	__	2.	Demonstrate self-representation.
__	__	__	__	3.	Demonstrate work ethic.
__	__	__	__	4.	Demonstrate respect.
__	__	__	__	5.	Demonstrate time management.
__	__	__	__	6.	Demonstrate integrity.
__	__	__	__	7.	Demonstrate leadership.
__	__	__	__	8.	Demonstrate teamwork and collaboration.
__	__	__	__	9.	Demonstrate conflict resolution.
__	__	__	__	10.	Demonstrate perseverance.
__	__	__	__	11.	Demonstrate commitment.
__	__	__	__	12.	Demonstrate a healthy view of competition.
__	__	__	__	13.	Demonstrate a global perspective.
__	__	__	__	14.	Demonstrate health and fitness.
__	__	__	__	15.	Demonstrate self-direction.
__	__	__	__	16.	Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

3 2 1 N

__ __ __ __1. Demonstrate effective speaking and listening skills.
__ __ __ __2. Demonstrate effective reading and writing skills.
__ __ __ __3. Demonstrate mathematical reasoning.
__ __ __ __4. Demonstrate job-specific mathematics skills.
__ __ __ __5. Demonstrate critical-thinking and problem-solving skills.
__ __ __ __6. Demonstrate creativity and resourcefulness.
__ __ __ __7. Demonstrate an understanding of business ethics.
__ __ __ __8. Demonstrate confidentiality.
__ __ __ __9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
__ __ __ __10. Demonstrate diversity awareness.
__ __ __ __11. Demonstrate job acquisition and advancement skills.
__ __ __ __12. Demonstrate task management skills.
__ __ __ __13. Demonstrate customer-service skills.

F. MARKETING CLUSTER

3 2 1 N

__ __ __ __ 1. Examine the marketing career cluster and the five marketing majors in the cluster.
__ __ __ __ 2. Discuss the required courses in each of the marketing majors and how they relate to the majors.
__ __ __ __ 3. Explain the relevance of students becoming CATE completers in the marketing program.

G. COMMUNICATION AND INTERPERSONAL SKILLS

3 2 1 N

__ __ __ __ 1. Demonstrate effective verbal and nonverbal communication.
__ __ __ __ 2. Determine interpersonal skills needed to develop sound customer relations, written communication, and teamwork.
__ __ __ __ 3. Identify technology used to facilitate marketing communication.
__ __ __ __ 4. Identify personal and professional goals.

H. PROFESSIONAL DEVELOPMENT

3 2 1 N

__ __ __ __ 1. Utilize resources that can contribute to career decision making.
__ __ __ __ 2. Demonstrate the skills needed for a job.
__ __ __ __ 3. Determine career trends and opportunities in marketing.
__ __ __ __ 4. Prepare a resume and cover letter.

I. MARKETING FUNDAMENTALS

3 2 1 N

__ __ __ __1. Describe the scope of marketing.
__ __ __ __2. Describe each marketing core function.
__ __ __ __3. Explain the marketing concept.
__ __ __ __4. Describe the benefits of marketing.
__ __ __ __5. Explain the concept of utility.
__ __ __ __6. Cite examples of utilities.
__ __ __ __7. Describe how marketers use knowledge of the market to sell products.
__ __ __ __8. Compare and contrast consumer and organizational markets.
__ __ __ __9. Explain the importance of target markets.
__ __ __ __10. Explain how each component of the marketing mix contributes to successful marketing.
__ __ __ __11. Learn how to conduct a SWOT analysis.
__ __ __ __12. List the three key areas of an internal company analysis.
__ __ __ __13. Identify the factors in a PEST analysis.
__ __ __ __14. Explain the basic elements of a marketing plan.
__ __ __ __15. Explain the concept of market segmentation.
__ __ __ __16. Analyze a target market.
__ __ __ __17. Differentiate between mass marketing and market segmentation.

J. ECONOMICS

3 2 1 N

__ __ __ __ 1. Explain the concept of an economy.
__ __ __ __ 2. Discuss how scarcity and factors of production affect the economy.
__ __ __ __ 3. Define free enterprise systems.
__ __ __ __ 4. Compare and contrast how traditional, market, and command economies answer the three basic economic questions.
__ __ __ __5. Explain why most economies are mixed.
__ __ __ __6. Identify examples of different political and economic philosophies.
__ __ __ __7. List the goals of a healthy economy.
__ __ __ __8. Define supply, demand, and equilibrium.
__ __ __ __9. Explain the supply and demand theory.
__ __ __ __10. Explain how an economy is measured.
__ __ __ __11. Analyze the key phases of the business cycle.
__ __ __ __12. Describe the types of business ownership.

K. SELLING

3 2 1 N

__ __ __ __1. Explain the purpose and goal of the selling function.
__ __ __ __2. Discuss how selling is related to the marketing concept.
__ __ __ __3. Explain legal and ethical sales issues.
__ __ __ __4. Define personal selling.
__ __ __ __5. List and analyze the steps in the sales process.
__ __ __ __6. Explain feature-benefit selling and how it creates selling points.
__ __ __ __7. List prospecting methods and explain how prospects are qualified.
__ __ __ __8. Explain appropriate ways to handle difficult customers.
__ __ __ __9. Analyze how customers make buying decisions.
__ __ __ __10. Discuss when and how to determine customer needs.
__ __ __ __11. Distinguish between objections and excuses.
__ __ __ __12. Explain why one should welcome objections in the sales process.
__ __ __ __13. Explain the five buying decisions on which common objections are based.
__ __ __ __14. Demonstrate the general four-step method for handling customer objections.
__ __ __ __15. Explain the seven methods of answering objections, identifying when each should be used.
__ __ __ __16. Identify customer buying signals.
__ __ __ __17. List several tips for closing a sale.
__ __ __ __18. Decide on appropriate specialized methods for closing a sale.

__ __ __ __19. Explain the benefits of suggestion selling.
__ __ __ __20. List all types of retail sales transactions.
__ __ __ __21. Process purchases, returns, and exchanges.
__ __ __ __22. Generate and process sales documentation.
__ __ __ __23. Calculate sales tax, discounts, and shipping charges.
__ __ __ __24. Name the functions of cash registers and point-of-sale (POS) terminals.
__ __ __ __25. Explain the uses for Universal Product Codes (UPCs).
__ __ __ __26. Prepare purchase orders and invoices.
__ __ __ __27. Explain shipping terms.

L. PROMOTION

3 2 1 N

__ __ __ __ 1. Explain the role of promotion in business and advertising.
__ __ __ __ 2. Identify types of promotion.
__ __ __ __ 3. Distinguish between public relations and publicity.
__ __ __ __4. Explain the elements of a news release.
__ __ __ __5. Describe the concept of the promotional mix.
__ __ __ __6. Define sales promotion.
__ __ __ __7. Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs.
__ __ __ __8. Explain the concept and purpose of visual merchandising.
__ __ __ __9. Identify the elements of visual merchandising.
__ __ __ __10. Describe types of display arrangements.
__ __ __ __11. Understand the role of visual merchandisers on the marketing team.
__ __ __ __12. List the five steps in creating a display.
__ __ __ __13. Explain how artistic elements function in display design.
__ __ __ __14. Describe the importance of display maintenance.
__ __ __ __15. Explain the concept and purpose of advertising in the promotional mix.
__ __ __ __16. Describe the use of business ethics in promotion.
__ __ __ __17. Explain the use of brands and trademarks.
__ __ __ __18. Identify the different types of advertising media.
__ __ __ __19. Discuss the planning and selection of media.
__ __ __ __20. Identify media measurement techniques.
__ __ __ __21. Explain techniques used to evaluate media.
__ __ __ __22. Summarize how media costs are determined.
__ __ __ __ 23. Explain promotional budget methods.

M. DISTRIBUTION

3 2 1 N

__ __ __ __1. Explain the concept of a channel of distribution.
__ __ __ __2. Identify channel members.
__ __ __ __3. Compare different channels of distribution.
__ __ __ __4. Explain distribution planning.
__ __ __ __5. Name and describe the three levels of distribution intensity.
__ __ __ __6. Explain the effect of the Internet on distribution planning.
__ __ __ __7. Describe the challenges of international distribution planning.
__ __ __ __8. Describe the nature and scope of physical distribution.
__ __ __ __9. Identify transportation systems and services that move products from manufacturers to consumers.
__ __ __ __10. Name the different kinds of transportation service companies.
__ __ __ __11. Explain the concept and function of inventory storage.
__ __ __ __12. Identify the types of warehouses.
__ __ __ __13. Discuss distribution planning for international markets.
__ __ __ __14. Explain legal and ethical considerations in distribution.

N. PRICING

3 2 1 N

__ __ __ __ 1. Explain the legal considerations for pricing.
__ __ __ __ 2. Explain the factors that affect pricing decisions.
__ __ __ __ 3. Calculate discounts and allowances that can be used to adjust base prices.
__ __ __ __ 4. Determine product costs.
__ __ __ __ 5. Calculate break-even point.

O. MARKETING INFORMATION MANAGEMENT

3 2 1 N

__ __ __ __1. Explain the nature and scope of the marketing information function.
__ __ __ __2. Define marketing research.
__ __ __ __3. Identify types of primary marketing research.
__ __ __ __4. Identify sources of primary and secondary data.
__ __ __ __5. Describe data collection methods.
__ __ __ __6. Demonstrate research techniques used in marketing.

P. PRODUCT AND SERVICE MANAGEMENT

3 2 1 N

__ __ __ __1. Explain the nature and scope of the product/service management functions.
__ __ __ __2. Identify the impact of product life cycles on marketing decisions.
__ __ __ __3. Define the grades and standards in marketing.
__ __ __ __4. Explain warranties and guarantees.
__ __ __ __5. Explain the concept of product mix.
__ __ __ __6. Describe the nature and purpose of product bundling.
__ __ __ __7. Determine customer need.
__ __ __ __8. Plan the product mix or determine services to be provided to customer.