



TEST DESIGN AND FRAMEWORK

TEST DESIGN

Marketing Education

The **Marketing Education** assessment consists of **two tests**. Each test contains a section with selected-response questions and a section with constructed-response assignments. Each section counts for a percentage of your total test score. The areas of content assessed by each test, the approximate number of selected-response questions and constructed-response assignments in each content area, and the percentage of your total test score derived from each test section are shown in the tables below. Further information regarding the content included in each subarea can be found in the test framework.

■ Test I (Test Code 046)

Subareas:	Objectives	Approximate Number of Selected-Response Questions	Constructed-Response Assignments
➤ Foundations of Marketing	0001–0003	18	1
➤ Marketing Principles	0004–0007	24	1
➤ Marketing Management	0008–0010	18	
TOTAL		60	2
Percentage of Test Score		80%	20%

■ Test II (Test Code 047)

Subareas:	Objectives	Approximate Number of Selected-Response Questions	Constructed-Response Assignments
➤ Marketing Information Systems and Technology	0011–0013	16	1
➤ Global Marketing & E-Commerce	0014–0016	16	1
➤ Economics, Accounting, & Career Development	0017–0021	28	
TOTAL		60	2
Percentage of Test Score		80%	20%



Georgia Assessments for the
Certification of Educators®

TEST DESIGN AND FRAMEWORK

TEST FRAMEWORK

Marketing Education

FOUNDATIONS OF MARKETING

0001 Understand fundamental concepts, functions, and goals of marketing.

For example:

- demonstrating knowledge of fundamental concepts in marketing (e.g., marketing concept, needs versus wants, market segmentation, market identification, target markets, marketing mix, mass marketing) and their significance
- analyzing the importance, functions, and goals of marketing
- identifying and analyzing the effects of marketing in business and industry
- identifying marketing trends

0002 Understand principles of decision making and strategic planning.

For example:

- analyzing social, cultural, technological, and economic factors that affect marketing decisions (e.g., market demographics; local, regional, national, or global economic situations; risk assessment)
- identifying and applying steps in the problem-solving and decision-making processes in the marketing aspects of business
- demonstrating knowledge of key concepts related to marketing strategies (e.g., target market, marketing mix) and analyzing the role of the four Ps (product, price, place, and promotion) in developing marketing strategies and marketing plans
- demonstrating knowledge of methods for achieving business and marketing objectives
- demonstrating knowledge of the four types of market structures (i.e., monopoly, oligopoly, monopolistic competition, and pure competition)

0003 Understand basic elements of problem solving and finance.

For example:

- applying mathematical concepts and procedures (e.g., decimals, fractions, percentages, estimating, forecasting) to solve marketing problems
- analyzing and solving marketing problems in a variety of areas (e.g., taxation, cash management, depreciation, inventory management)
- demonstrating the ability to apply consumer skills (e.g., purchasing goods and services) and recognizing legal and practical issues related to consumerism (e.g., consumer rights, comparison shopping)
- applying principles of finance management (e.g., budgeting, credit management, installment buying, financial planning)

MARKETING PRINCIPLES

0004 Understand principles of product and service planning.

For example:

- demonstrating knowledge of the elements and processes of product and service planning, stages of new product planning, stages of the product life cycle, and how new product development is affected by laws and regulations
- identifying the functions of packaging and labeling (e.g., protection, promotion)
- identifying characteristics of products in the industrial/business (e.g., installations, supplies) or consumer (e.g., convenience, shopping) categories
- analyzing the advantages and disadvantages of product extensions (e.g., line, brand)
- demonstrating knowledge of the concept of extended product and service features (e.g., warranties, technical support, service contracts)
- demonstrating familiarity with principles of product and service planning for a variety of marketing areas, including specialty areas of marketing (e.g., fashion, retail food, hotel and lodging, travel and tourism)

0005 Understand the role of price and the use of pricing strategies in marketing.

For example:

- identifying factors that influence price (e.g., cost, quality, competition)
- identifying pricing policies and techniques (e.g., promotional, psychological, break-even) and situations in which each is applicable
- demonstrating the ability to perform calculations involving markups and markdowns
- demonstrating familiarity with applying pricing mix strategies to a variety of marketing situations, including specialty areas of marketing (e.g., fashion, retail food, hotel and lodging, travel and tourism)

0006 Understand distribution processes and methods for developing distribution plans.

For example:

- demonstrating knowledge of the concepts and processes needed to move, purchase, store, locate, and/or transfer ownership of goods and services
- identifying the various channels of distribution and their importance to the marketing process
- recognizing the role of intermediaries in the distribution channel (e.g., retailer, wholesaler, broker, agent)
- identifying the major functions of a physical distribution system and recognizing the importance of inventory control in the marketing process
- demonstrating knowledge of how to develop a distribution plan for a given product or service
- demonstrating familiarity with distribution strategies for a variety of marketing areas, including specialty areas of marketing (e.g., fashion, retail food, hotel and lodging, travel and tourism)

0007 Understand principles of product and service promotion and the selling process.

For example:

- demonstrating knowledge of how to develop, implement, and evaluate promotional plans and campaigns
- identifying the components of a promotional mix (e.g., advertising, selling, public relations, sales promotion) and analyzing factors (e.g., laws, diversity, target markets, consumer characteristics) affecting promotional activities
- identifying types of advertising media and concepts and strategies needed to communicate information about products, services, images, and/or ideas
- demonstrating knowledge of the steps in the selling process (e.g., approach, sales presentation, handling objections, closing)
- demonstrating familiarity with promotional mix and selling strategies for a variety of marketing areas, including specialty areas of marketing (e.g., fashion, retail food, hotel and lodging, travel and tourism)

MARKETING MANAGEMENT

0008 Understand principles of business organization and management.

For example:

- identifying categories of business activities and operations and evaluating organizational structures and their appropriateness for different types of businesses
- demonstrating knowledge of functions of general business management (e.g., goal setting, planning, motivating), levels of management, and different management styles
- applying ethical principles relevant to business and marketing
- recognizing how business and marketing are affected by federal, state, and local agencies, laws, and regulations
- recognizing the effects of business and marketing on U.S. and global society

0009 Understand principles of human resource management.

For example:

- demonstrating knowledge of human resource management and the value of diversity in the workplace and applying social theory (e.g., group dynamics, work groups, roles within teams, conflict resolution methods) to analyze workplace situations
- analyzing issues related to recruiting, hiring, training, supervising, promoting, and terminating personnel
- identifying issues related to labor–management relations (e.g., contract negotiation, grievances and arbitration, collective bargaining)
- recognizing legal issues related to human resource management (e.g., Equal Employment Opportunity Commission [EEOC] regulations, the Americans with Disabilities Act [ADA], diversity in the workplace, employee harassment, drug testing, appropriate behavior when interacting with employees, workplace safety, sexual harassment, hiring, firing, promotions)

0010 Understand principles related to entrepreneurship.

For example:

- recognizing strategies for identifying entrepreneurial opportunities and demonstrating knowledge of the benefits, costs, and risks (e.g., financial, time, emotional) of starting a business
- assessing the advantages and disadvantages of different forms of business organization (e.g., sole proprietorship, partnership, corporation, franchise, nonprofit)
- demonstrating knowledge of factors, procedures, and issues related to starting a business (e.g., market analysis, financing, insurance, taxes)
- demonstrating knowledge of the components, development, and evaluation of business plans
- recognizing procedures for selecting, buying, and operating franchises

MARKETING INFORMATION SYSTEMS & TECHNOLOGY

0011 Understand principles and procedures of market research.

For example:

- identifying the roles of, purposes of, and factors involved in performing market research (e.g., relationship to marketing plan, identifying markets, ethics, societal norms, participant rights, privacy)
- demonstrating knowledge of the market research process and applying procedures for collecting, organizing, interpreting, and reporting primary and secondary data to analyze demand, forecast sales, and make other marketing decisions
- recognizing the various categories of market research activities (e.g., exploratory, descriptive, causal)
- demonstrating knowledge of qualitative and quantitative research and identifying advantages and disadvantages of exploratory research techniques (e.g., experience surveys, focus groups, case studies, interviews)
- determining appropriate design methods for various surveys (e.g., mail, personal interview, telephone, Web, e-mail)
- recognizing the difference between reliability and validity in marketing research

0012 Understand the characteristics and purposes of marketing information systems.

For example:

- identifying the characteristics and purposes of marketing information systems
- demonstrating knowledge of data collection systems, decision support systems, and the components of a marketing information system (MIS)
- differentiating between primary and secondary data and recognizing the advantages and disadvantages of both types of data

0013 Understand the use of technology in marketing.

For example:

- demonstrating knowledge of basic concepts and terms related to business technology and the importance of technology in business and marketing
- demonstrating knowledge of appropriate applications of technology (e.g., spreadsheet, database, desktop publishing, communications) for a variety of business and marketing purposes (e.g., receiving and sending business communications; advertising; selling; placing orders; creating charts, graphs, and business documents; creating ad layouts; managing inventory)
- recognizing the fundamentals of computer networking and communication systems in business environments
- recognizing ethical, safety, and security issues related to the use of computer technology in business and marketing

GLOBAL MARKETING & E-COMMERCE

0014 Understand principles, concepts, and techniques related to global marketing.

For example:

- demonstrating knowledge of basic economic concepts as they relate to global marketing (e.g., specialization, comparative advantage, opportunity cost, effects of different types of economic systems, global trade, effects of imports and exports, foreign exchange markets)
- analyzing social, cultural, political, legal, geographic, and economic factors that affect global marketing
- demonstrating knowledge of how cultural differences and communication styles affect marketing strategies and interactions
- recognizing the role of trade pacts and financial institutions (e.g., International Monetary Fund, World Bank) in global marketing
- recognizing various organizational structures and forms of business ownership in global marketing
- identifying challenges concerning operations, marketing, and the management of human resources in global business
- recognizing major trends and developments in global marketing

0015 Understand principles related to e-commerce and Internet marketing.

For example:

- demonstrating knowledge of the characteristics, roles, advantages, and disadvantages of e-commerce
- identifying strategies for integrating Internet tools into various marketing activities (e.g., market research, promoting commerce, business-to-business marketing, advertising)
- evaluating the quality and effectiveness of Web sites (e.g., in terms of security, payment method, organization, ease of use, customer service, advertising)
- identifying the role of the Internet in marketing (e.g., marketing department, human resources, public relations, customer service and support, sales, newsletters)
- identifying current trends in Internet marketing and analyzing the effects of global Internet marketing in relation to traditional marketing methods

0016 Understand basic elements of effective communication in marketing.

For example:

- identifying elements of effective verbal and nonverbal communication
- recognizing cultural differences in verbal and nonverbal communication and their importance in marketing situations
- identifying concepts, strategies, and systems (including technology) needed for interacting effectively with others
- identifying strategies (e.g., outlining, summarizing, using reference materials) for preparing written and oral presentations that include general and technical information
- demonstrating knowledge of the uses of marketing reference sources (e.g., U.S. Census, trade publications)
- analyzing marketing communication situations that involve ethical considerations and recognizing factors that influence ethical decisions in marketing

ECONOMICS, ACCOUNTING & CAREER DEVELOPMENT

0017 Understand basic economic principles of marketing.

For example:

- applying knowledge of economic concepts (e.g., supply and demand, pricing, business cycle, productivity)
- recognizing fundamental features (e.g., entrepreneurial opportunity, role of competition, profit, consumer choice, private ownership) of the U.S. free enterprise system
- identifying the relationship between business and the economy and factors that shape a nation's economic system (e.g., the effect of economic utilities on what is produced, how it is produced, and how it is distributed; how the gross domestic product [GDP] is determined)
- analyzing current economic conditions and trends and their influence on global, national, and local markets
- recognizing how government economic policies (e.g., taxes, subsidies, tariffs) affect business and marketing

0018 Understand principles and procedures of accounting in marketing.

For example:

- demonstrating knowledge of accounting and financial terminology and principles (e.g., credits, debits, assets, liabilities, income statement, balance sheets)
- demonstrating knowledge of the types and characteristics of financial statements and how those statements are used to make marketing decisions
- calculating and interpreting financial ratios (e.g., profit margin, return on equity, long-term debt) and accounting procedures related to inventory, depreciation, disposal of assets, and intangible assets

0019 Understand principles and procedures related to career development in marketing.

For example:

- identifying the concepts, strategies, and resources needed for career exploration, development, and growth
- identifying strategies for matching personal characteristics and needs with employment opportunities
- identifying types and characteristics of marketing careers in various areas of marketing, including specialty industries (e.g., fashion, retail food, hotel and lodging, travel and tourism)
- demonstrating familiarity with education, training, and career development skills needed for a career in various areas of marketing, including specialty areas of marketing (e.g., fashion, retail food, hotel and lodging, travel and tourism)

0020 Understand interpersonal, employment, and organizational skills in marketing.

For example:

- applying procedures for seeking employment (e.g., constructing a résumé, writing letters of application, demonstrating appropriate interviewing skills)
- recognizing employers' expectations, appropriate work habits (e.g., punctuality, teamwork, organization, leadership, ethical behavior), and personal characteristics (e.g., assertiveness, initiative, honesty, cooperation, enthusiasm) necessary for a successful career in marketing
- demonstrating knowledge of tools for success in building and maintaining a career in marketing (e.g., portfolios, certification)
- recognizing how state and federal laws, regulations, and policies affect employment

0021 Understand characteristics of a successful marketing education program.

For example:

- demonstrating knowledge of goals, purposes, and models (e.g., mentoring, cooperative experiences, job-shadowing) of work-based learning programs and the connections between classroom learning and work-based learning
- identifying strategies for coordinating work-based learning programs (e.g., developing individualized training plans, developing training agreements, maintaining records, evaluating student progress, analyzing data to determine program effectiveness)
- demonstrating knowledge of the organization and operation of a marketing education program
- demonstrating knowledge of the history and foundations of marketing education
- identifying purposes, characteristics, functions, and organizational structure of student leadership organizations (e.g., DECA) and managing relationships between classroom learning and student organizations
- recognizing roles and responsibilities of faculty advisors to student organizations, procedures for developing a program of work and conducting effective meetings, and strategies for encouraging student participation in these organizations
- recognizing the importance of a diverse community advisory committee to the success of a marketing education program