
Student Name

High School or Vocational Center

**COMPETENCY RECORD FOR ARTICULATION
Baker College**

Please check below each skill the student has mastered with a minimum of 80 percent accuracy or with an A or B grade.

MKT 111B PRINCIPLES OF MARKETING

Task	Satisfactory	Unsatisfactory
The student will satisfactorily complete the following:		
1. Explain how marketing creates utility through the exchange process and identify how the marketing mix influences or relates to the consumer decision-making.		
2. Describe the role of marketing in any society and the potential threat on this role any of the five marketing environments may have, including ethical and social responsibility.		
3. Illustrate the Product/Marketing Grid (matrix) and how it is essential to giving focus in determining strategic opportunity.		
4. Dissect the SWOT process showing how it impacts marketing decisions by identifying leverage through comparing one product's strength with a competitor product's weakness.		
5. Discuss the concept of market segmentation, targeting, and positioning.		
6. Identify the determinants of consumer behavior while explaining the decision-making and the consumer adoption processes.		
7. Compare the Product Life Cycle, demand-side economics, to the business life cycle, supply-side economics, and how they address the "Where are we now?" question differently.		
8. List new product (goods and services) development steps, a proposed product development fit with mission statements, the fit with consumer wants/needs and product positioning?		
9. Critically evaluate the three common misconceptions, about the new product development process, with which marketers must be conscious.		
10. Compare and correlate the various elements of retail strategy including the wheel-of-retailing, scrambling,		

Task	Satisfactory	Unsatisfactory
product classification, distribution (place) and pricing.		
11. Distinguish between the identifying characteristics of administered, contractual and corporate vertical marketing systems.		
12. Substantiate the differences between PULL and PUSH marketing strategies and how each suggests use of a different promotional strategy.		
13. Demonstrate break-even analysis explaining each component part.		
14. List and discuss the major types of advertising and how to measure the effectiveness of various promotional campaigns.		

Teacher signature _____ Date _____