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Student Name

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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.

**MKT215 APPLIED MARKETING**

<b>Task</b>	<b>Satisfactory</b>	<b>Unsatisfactory</b>
Demonstrate the ability to conclude and present, in a formal manner, an organized approach to marketing issues, much like a consultant would do in the real world.		
Demonstrate, through case study analysis, decision-making knowledge and application of the Product Life Cycle, relating the consumer demand and market conditions that must determine each stage of the PLC, and the impact each stage of the PLC has on the market mix (variables).		
Explain, through case study analysis, how doing an environmental scan as part of your situation analysis is crucial to helping answer the marketing question, "Where are we now?"		
Demonstrate, through case study analysis, how the marketing formula $TM=A^4+D$ fits into marketing and advertising mix. The advertising pyramid and helps answer the marketing questions, "Where are we now," and "Where do we want to go?"		
Explain, through case study analysis, how marketing managers will use the product/market matrix to answer the marketing question "Where do we want to go?" therefore determining marketing strategy for the organization.		
Demonstrate, through case study analysis, a thorough understanding of the SWOT. Use all three approaches taught in MKT111 to help establish the basis or primary emphasis in a marketing plan.		
Develop a marketing plan, using the marketing tools taught in MKT111, MKT201 and MKT202, for a singular product or service that is unified in its product/service value, positioning, pricing, distribution, product or service classification, primary advertising message, media and primary target market.		
Differentiate between international and domestic marketing mixes.		

Task	Satisfactory	Unsatisfactory
Determine, through case study analysis, what break-even will be in both units and dollars, what share of the market break-even will require and what does a trend analysis suggest concerning the industry potential and consumer demand? Graph your results comparing the company's trend with that of the industry?		
Explain how the BCI Model assists the marketer in evaluation or auditing of current products or services and in developing a marketing strategy.		

Teacher signature \_\_\_\_\_ Date \_\_\_\_\_