

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.

SBM121 SMALL BUSINESS MARKETING

Task	Satisfactory	Unsatisfactory
Through written papers, oral reports, group exercises, and other assessments, the student will demonstrate an understanding of the following:		
Summarize how a product or service profile is developed.		
Explore the components and explain the process of an effective marketing plan.		
Evaluate the appropriate questions required to research your target market as it relates to your product or service.		
Review and explain the various types of research surveys that are available.		
Summarize the various pricing strategies and tactics that are appropriate to your product or service. Explain the difference between a strategy and a tactic.		
Summarize some of the location and distribution strategies that are available.		
Explain the importance of packaging as it relates to products and how it contributes to product image.		
Explain the potential advertising strategies that can be used and when each can be effective.		
Show how media selection can provide for effective advertising.		

Teacher signature _____ Date _____