

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.

**SBM 121A: SMALL BUSINESS MARKETING AND PROMOTION TECHNIQUES**

Task	Satisfactory	Unsatisfactory
1. Explain the components of a marketing plan.		
2. Identify and prioritize target customer segments and customers using demographics, geographics, and psychographics via primary and/or secondary research as appropriate.		
3. Identify and apply appropriate pricing strategies and tactics.		
4. Research, select, and create an effective advertising, promotion, and public relations plan.		
5. Demonstrate the ability to sell the business's product/service (personally or through representatives) based on features and benefits to customers.		
6. Compare and select distribution channels then business location(s).		
7. Blueprint a customer service plan.		
8. Research, identify and compare the direct, substitutable and disposable income competition to the business.		
9. Identify and size up political/legal, socio/cultural, technological, and economic threats.		
10. Establish a unique product/service offering, market position, and brand.		
11. Demonstrate, through completed coursework, appropriate written communication competencies consistent with the Business Division's Writing Across the Curriculum initiative.		

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