



Celebrating 100 Years of Career Readiness

2018-2019 Technical Skills Assessment Marketing

Results by Standard

| Legend (%) | | |
|------------|--------|---------|
| 0-50% | 51-75% | 76-100% |

| Assessment: Idaho Marketing Number tested: 196 | % Correct 16-17 | % Correct 17-18 | % Correct 18-19 |
|---|-----------------|-----------------|-----------------|
| 1) CONTENT STANDARD 1.0: BUSINESS FUNDAMENTALS | 97.07% | 98.11% | 94.88% |
| 1) Performance Standard 1.1: Fundamental Business Concepts | 97.07% | 98.11% | 94.88% |
| 1.1.3 Explain the diverse set of activities involved in marketing. | 97.07% | 98.11% | 94.88% |
| 2) CONTENT STANDARD 2.0: ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS | 79.46% | 80.00% | 79.91% |
| 1) Performance Standard 2.1: Fundamental Economic Concepts | 81.83% | 83.18% | 85.58% |
| 2.1.5 Explain the principles of supply, demand, and equilibrium. | 70.24% | 74.84% | 74.42% |
| 2.1.6 Compare and contrast the relationship between scarcity, trade and production. | 93.17% | 88.68% | 91.16% |
| 2.1.7 Explain how quantity demand, quantity supply, and elasticity affect price. | 77.56% | 77.99% | 85.12% |
| 2.1.8 Describe economic concepts that relate to and affect marketing decisions. | 86.34% | 91.19% | 91.63% |
| 2) Performance Standard 2.2: Fundamental Economic Systems | 77.68% | 78.46% | 75.93% |
| 2.2.2 Explain the concept of private enterprise. | 44.88% | 50.31% | 36.74% |
| 2.2.3 Explain the nature of competition. | 88.62% | 87.84% | 88.99% |
| 3) Performance Standard 2.3: Basic Economic Indicators/Trends | 87.80% | 86.79% | 92.09% |
| 2.3.1 Explain the concept of productivity. | 87.80% | 86.79% | 92.09% |
| 4) Performance Standard 2.4: International Marketing and Trade | 68.78% | 66.67% | 60.93% |
| 2.4.1 Explain the nature of international marketing and trade. | 68.78% | 66.67% | 60.93% |
| 3) CONTENT STANDARD 3.0: ETHICS IN MARKETING | 73.50% | 78.30% | 77.67% |
| 1) Performance Standard 3.1: Code of Ethics | 73.50% | 78.30% | 77.67% |
| 3.1.2 Explain the importance of trust for the successful conduct of business. | 76.83% | 82.08% | 80.00% |
| 3.1.3 Differentiate between ethics and government relations. | 66.83% | 64.15% | 62.79% |
| 3.1.7 Illustrate how unethical behavior can lead to fraudulent behavior. | -- | 84.91% | 87.91% |
| 4) CONTENT STANDARD 4.0: EXTERNAL FACTORS TO BUSINESS | 68.00% | 67.82% | 70.47% |
| 1) Performance Standard 4.1: External Factors that Impact Business | 68.00% | 67.82% | 70.47% |
| 4.1.2 Describe how the economy influences marketing decisions. | 62.44% | 61.32% | 63.26% |

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|--|-----------------|-----------------|-----------------|
| 4.1.3 Recognize how the environment influences marketing decisions. | 63.66% | 65.72% | 68.60% |
| 4.1.7 Evaluate how competition influences marketing decisions. | 87.80% | 76.42% | 79.53% |
| 5) CONTENT STANDARD 5.0: PRODUCT/SERVICE MANAGEMENT | 58.90% | 60.25% | 58.60% |
| 1) Performance Standard 5.1: Product Life Cycle | 23.41% | 26.42% | 17.67% |
| 5.1.2 List the stages of the product life cycle and identify the stage in which a product is located. | 23.41% | 26.42% | 17.67% |
| 2) Performance Standard 5.2: Product Packaging and Branding | 79.76% | 73.17% | 73.49% |
| 5.2.3 Identify the qualities of effective branding. | 91.71% | 74.84% | 76.05% |
| 5.2.4 Differentiate between brand name and generic products. | 67.80% | 69.81% | 68.37% |
| 3) Performance Standard 5.3: Product Mix and Extensions | 52.68% | 55.35% | 54.88% |
| 5.3.3 Explain the advantages and disadvantages of product line diversification (i.e., extending product lines and adding new ones). | 52.68% | 55.35% | 54.88% |
| 6) CONTENT STANDARD 6.0: PRICING | 76.59% | 75.47% | 81.51% |
| 1) Performance Standard 6.1: Roles of Pricing and Pricing Strategies | 76.59% | 75.47% | 81.51% |
| 6.1.1 Identify the various objectives of pricing. | -- | 59.12% | 64.65% |
| 6.1.2 Identify the factors that will influence product price. | 74.63% | 67.30% | 83.72% |
| 6.1.6 Calculate a break even point using cost and price information. | -- | 95.60% | 97.21% |
| 6.1.7 Explain the relationship between price and perceived quality. | 78.54% | 79.87% | 80.47% |
| 7) CONTENT STANDARD 7.0: PLACE/DISTRIBUTION | 78.54% | 69.06% | 72.19% |
| 1) Performance Standard 7.1: Distribution Processes and Plans | 78.54% | 69.06% | 72.19% |
| 7.1.1 Explain how channel management related to other marketing activities. | 69.27% | 69.81% | 63.72% |
| 7.1.4 Describe how distribution channels are selected. | 77.56% | 76.10% | 80.00% |
| 7.1.7 Assess inventory control methods in order to minimize costs and meet customer demand. | 92.20% | 87.42% | 91.16% |
| 7.1.8 Identify sources of inventory loss and describe how to minimize shrinkage. | 75.12% | 55.97% | 63.02% |
| 8) CONTENT STANDARD 8.0: PROMOTIONAL MIX | 79.96% | 75.88% | 76.44% |
| 1) Performance Standard 8.1: Advertising | 86.54% | 80.63% | 86.23% |
| 8.1.1 Identify the various mediums available for advertising. | 93.41% | 86.79% | 92.09% |
| 8.1.2 Demonstrate the basics of the design process in graphics. | 98.54% | 96.86% | 98.14% |
| 8.1.3 Describe the elements of an effective advertisement. | 78.54% | 67.30% | 74.88% |
| 8.1.4 Identify the factors that determine media selection. | 68.78% | 65.41% | 73.95% |
| 2) Performance Standard 8.2: Sales Promotion | 79.51% | 68.55% | 63.88% |
| 8.2.1 Choose appropriate sales promotion tools for a particular product or service. | 79.27% | 59.12% | 54.73% |
| 8.2.2 Compare and contrast the alternative forms of sales promotion. | 70.24% | 68.55% | 66.05% |
| 8.2.3 Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising. | 84.39% | 82.70% | 76.51% |

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| 3) Performance Standard 8.3: Public Relations | 65.85% | 70.44% | 69.07% |
| 8.3.1 Identify the various forms of public relations activities used by marketers. | 72.20% | 72.33% | 73.49% |
| 8.3.2 Critique public relations activities being used by marketers. | 59.51% | 68.55% | 64.65% |
| 4) Performance Standard 8.4: Personal Sales | 79.71% | 78.99% | 80.56% |
| 8.4.1 Explain the importance of personal selling in a company's operation. | 78.78% | 74.84% | 81.40% |
| 8.4.2 Demonstrate the steps involved in the selling process. | 85.61% | 84.91% | 85.58% |
| 8.4.3 Describe the qualities necessary for success as a sales manager. | 83.90% | 86.79% | 82.33% |
| 8.4.4 Identify the roles played by people involved in the purchase or use of the product (i.e. buyer, influencer, user). | 68.78% | 70.44% | 67.44% |
| 8.4.7 Identify the various types of sales personnel and their functions. | 68.29% | 69.81% | 71.63% |
| 8.4.8 Analyze customer's rational and emotional buying motives and decisions. | 93.66% | 95.60% | 94.88% |
| 8.4.9 Analyze various products to identify the features and benefits of each. | 76.83% | 73.90% | 77.67% |
| 9) CONTENT STANDARD 9.0: RETAIL MANAGEMENT | 79.09% | 75.74% | 81.66% |
| 1) Performance Standard 9.1 Retailing Support Activities | 79.09% | 75.74% | 81.66% |
| 9.1.1 Define cash, credit and debit card, and layaway sales transactions. | 88.78% | 85.53% | 87.91% |
| 9.1.2 Define returns, exchanges, and allowances. | 86.59% | 86.16% | 87.67% |
| 9.1.3 Describe the use of technology in the selling function. | 55.61% | 39.62% | 49.77% |
| 9.1.5 Compute the sales tax on a sales invoice. | 78.05% | 76.73% | 79.53% |
| 9.1.7 Demonstrate proper cash control procedures (balancing cash drawer, giving proper change to customers, and calculating discounts). | 79.02% | 77.99% | 89.53% |
| 10) CONTENT STANDARD 10.0: MARKET RESEARCH | 86.83% | 89.94% | 86.51% |
| 1) Performance Standard 10.1: Market Research Project | 86.83% | 89.94% | 86.51% |
| 10.1.1 Identify the steps in the market research process. | 86.83% | 89.94% | 86.51% |
| 11) CONTENT STANDARD 11.0: MARKET CHARACTERISTICS | 78.37% | 77.67% | 78.20% |
| 1) Performance Standard 11.1 Marketing Segmentation | 80.49% | 83.96% | 83.72% |
| 11.1.4 Identify a target market for a given product or service. | 90.41% | 91.82% | 93.02% |
| 11.1.5 Explain why market segmentation is important to the achievement of market goals. | 33.66% | 38.36% | 31.16% |
| 11.1.6 Explain the marketing strategies used to reach a given target market. | 97.56% | 94.97% | 96.05% |
| 2) Performance Standard 11.2: Market Positioning | 67.80% | 58.81% | 61.63% |
| 11.2.1 Explain how the characteristics of a given product or service contribute to a company's competitive advantage. | 67.80% | 58.81% | 61.63% |
| 12) CONTENT STANDARD 12.0: MARKETING PLANS | 79.51% | 82.18% | 82.95% |
| 1) Performance Standard 12.1 Components of Marketing Plans | 79.51% | 82.18% | 82.95% |
| 12.1.1 Explain why market planning is essential for organization and product success. | 89.27% | 91.82% | 89.77% |

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| 12.1.2 Identify the steps involved in the development of a marketing plan. | 69.76% | 74.84% | 73.49% |
| 12.1.4 Differentiate between strategic and short term tactical planning. | 79.51% | 79.87% | 85.58% |
| 13) CONTENT STANDARD 13.0: E MARKETING | 71.22% | 67.92% | 74.88% |
| 1) Performance Standard 13.1: Concepts, Strategies, Language and Systems to Convey Ideas and Information | 71.22% | 67.92% | 74.88% |
| 13.1.4 Discuss how technology changes customer behaviors. | 67.32% | 69.81% | 77.67% |
| 13.1.5 Explain how digital media and multimedia are used in marketing strategies. | 75.12% | 66.04% | 72.09% |
| 14) CONTENT STANDARD 14.0: FINANCING AND FINANCIAL ANALYSIS | 68.75% | 66.88% | 69.28% |
| 1) Performance Standard 14.1: Nature And Scope of Financing | 62.23% | 60.03% | 60.98% |
| 14.1.4 Explain the advantages and disadvantages of the use of bank and/or store cards for business transactions. | 62.93% | 53.46% | 64.19% |
| 14.1.5 Explain loan evaluation criteria used by lending institutions. | 72.52% | 70.65% | 73.18% |
| 14.1.6 Complete business or personal loan application package. | -- | 94.97% | 95.35% |
| 14.1.7 Complete a personal budget and set financial goals. | 56.59% | 46.12% | 43.72% |
| 14.1.8 Explain the legal considerations for credit use. | 41.95% | 41.51% | 38.60% |
| 2) Performance Standard 14.2: Financial Resources | 72.90% | 72.01% | 75.50% |
| 14.2.1 Explain the time value of money. | 36.59% | 29.56% | 38.60% |
| 14.2.2 Project the total cash needed to start a business. | 64.88% | 75.47% | 76.05% |
| 14.2.4 Recommend records needed for the daily operation of a planned business. | 76.83% | 76.10% | 78.60% |
| 14.2.5 Prepare pro forma financial statements for a planned business. | 83.90% | 79.25% | 85.58% |
| 14.2.7 Determine the financial condition of a business based on its financial records. | 89.27% | 83.65% | 86.98% |
| 14.2.8 Identify potential threats and opportunities to protect a business financial well being. | 69.43% | 67.71% | 74.11% |
| 14.2.9 Estimate project costs and return on marketing investment (ROMI). | 82.68% | 82.70% | 81.63% |