



Results by Standard

2021-2022 Technical Skills Assessment Marketing

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

Assessment: Marketing Number tested: 172	% Correct 17-18	% Correct 18-19	% Correct 20-21	% Correct 21-22
CONTENT STANDARD 1.0: BUSINESS FUNDAMENTALS	98.11%	94.88%	90.79%	93.14%
Performance Standard 1.1: Fundamental Business Concepts	98.11%	94.88%	90.79%	93.14%
1.1.3 Explain the diverse set of activities involved in marketing.	98.11%	94.88%	90.79%	93.14%
CONTENT STANDARD 2.0: ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS	80.00%	79.91%	78.82%	81.37%
Performance Standard 2.1: Fundamental Economic Concepts	83.18%	85.58%	83.22%	83.86%
2.1.5 Explain the principles of supply, demand, and equilibrium.	74.84%	74.42%	77.63%	80.00%
2.1.6 Compare and contrast the relationship between scarcity, trade and production.	88.68%	91.16%	86.18%	92.00%
2.1.7 Explain how quantity demand, quantity supply, and elasticity affect price.	77.99%	85.12%	82.24%	76.57%
2.1.8 Describe economic concepts that relate to and affect marketing decisions.	91.19%	91.63%	86.84%	86.86%
Performance Standard 2.2: Fundamental Economic Systems	78.46%	75.93%	76.64%	80.86%
2.2.2 Explain the concept of private enterprise.	50.31%	36.74%	41.45%	53.71%
2.2.3 Explain the nature of competition.	87.84%	88.99%	88.38%	89.90%
Performance Standard 2.3: Basic Economic Indicators/Trends	86.79%	92.09%	85.53%	85.14%
2.3.1 Explain the concept of productivity.	86.79%	92.09%	85.53%	85.14%
Performance Standard 2.4: International Marketing and Trade	66.67%	60.93%	63.16%	69.71%
2.4.1 Explain the nature of international marketing and trade.	66.67%	60.93%	63.16%	69.71%
CONTENT STANDARD 3.0: ETHICS IN MARKETING	78.30%	77.67%	76.81%	77.00%
Performance Standard 3.1: Code of Ethics	78.30%	77.67%	76.81%	77.00%
3.1.2 Explain the importance of trust for the successful conduct of business.	82.08%	80.00%	74.01%	75.71%
3.1.3 Differentiate between ethics and government relations.	64.15%	62.79%	73.68%	68.00%
3.1.7 Illustrate how unethical behavior can lead to fraudulent behavior.	84.91%	87.91%	85.53%	88.57%
CONTENT STANDARD 4.0: EXTERNAL FACTORS TO BUSINESS	67.82%	70.47%	65.02%	69.43%
Performance Standard 4.1: External Factors that Impact Business	67.82%	70.47%	65.02%	69.43%
4.1.2 Describe how the economy influences marketing decisions.	61.32%	63.26%	62.83%	62.57%

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4.1.3 Recognize how the environment influences marketing decisions.	65.72%	68.60%	59.87%	72.00%
4.1.7 Evaluate how competition influences marketing decisions.	76.42%	79.53%	72.37%	73.71%
CONTENT STANDARD 5.0: PRODUCT/SERVICE MANAGEMENT	60.25%	58.60%	56.32%	56.00%
Performance Standard 5.1: Product Life Cycle	26.42%	17.67%	29.61%	14.86%
5.1.2 List the stages of the product life cycle and identify the stage in which a product is located	26.42%	17.67%	29.61%	14.86%
Performance Standard 5.2: Product Packaging and Branding	73.17%	73.49%	65.35%	70.67%
5.2.3 Identify the qualities of effective branding.	74.84%	76.05%	67.43%	74.57%
5.2.4 Differentiate between brand name and generic products.	69.81%	68.37%	61.18%	62.86%
Performance Standard 5.3: Product Mix and Extensions	55.35%	54.88%	55.92%	53.14%
5.3.3 Explain the advantages and disadvantages of product line diversification (i.e., extending product lines and adding new ones).	55.35%	54.88%	55.92%	53.14%
CONTENT STANDARD 6.0: PRICING	75.47%	81.51%	78.62%	81.71%
Performance Standard 6.1: Roles of Pricing and Pricing Strategies	75.47%	81.51%	78.62%	81.71%
6.1.1 Identify the various objectives of pricing.	59.12%	64.65%	63.82%	67.43%
6.1.2 Identify the factors that will influence product price.	67.30%	83.72%	80.26%	86.86%
6.1.6 Calculate a break even point using cost and price information.	95.60%	97.21%	91.45%	92.57%
6.1.7 Explain the relationship between price and perceived quality.	79.87%	80.47%	78.95%	80.00%
CONTENT STANDARD 7.0: PLACE/DISTRIBUTION	69.06%	72.19%	70.79%	70.86%
Performance Standard 7.1: Distribution Processes and Plans	69.06%	72.19%	70.79%	70.86%
7.1.1 Explain how channel management related to other marketing activities.	69.81%	63.72%	74.34%	66.86%
7.1.4 Describe how distribution channels are selected.	76.10%	80.00%	80.26%	83.43%
7.1.7 Assess inventory control methods in order to minimize costs and meet customer demand.	87.42%	91.16%	90.13%	81.14%
7.1.8 Identify sources of inventory loss and describe how to minimize shrinkage.	55.97%	63.02%	54.61%	61.43%
CONTENT STANDARD 8.0: PROMOTIONAL MIX	75.88%	76.44%	73.34%	74.88%
Performance Standard 8.1: Advertising	80.63%	86.23%	83.16%	82.97%
8.1.1 Identify the various mediums available for advertising.	86.79%	92.09%	89.14%	88.57%
8.1.2 Demonstrate the basics of the design process in graphics.	96.86%	98.14%	97.37%	97.14%
8.1.3 Describe the elements of an effective advertisement.	67.30%	74.88%	74.34%	73.71%
8.1.4 Identify the factors that determine media selection.	65.41%	73.95%	65.79%	66.86%
Performance Standard 8.2: Sales Promotion	68.55%	63.88%	63.60%	65.71%
8.2.1 Choose appropriate sales promotion tools for a particular product or service.	59.12%	54.73%	54.82%	57.14%
8.2.2 Compare and contrast the alternative forms of sales promotion.	68.55%	66.05%	60.53%	64.00%
8.2.3 Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising.	82.70%	76.51%	78.29%	79.43%

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Performance Standard 8.3: Public Relations	70.44%	69.07%	60.20%	57.71%
8.3.1 Identify the various forms of public relations activities used by marketers.	72.33%	73.49%	63.16%	60.00%
8.3.2 Critique public relations activities being used by marketers.	68.55%	64.65%	57.24%	55.43%
Performance Standard 8.4: Personal Sales	78.99%	80.56%	76.91%	79.77%
8.4.1 Explain the importance of personal selling in a company's operation.	74.84%	81.40%	73.68%	81.14%
8.4.2 Demonstrate the steps involved in the selling process.	84.91%	85.58%	84.87%	82.86%
8.4.3 Describe the qualities necessary for success as a sales manager.	86.79%	82.33%	80.92%	82.86%
8.4.4 Identify the roles played by people involved in the purchase or use of the product (i.e. buyer, influencer, user).	70.44%	67.44%	62.50%	63.43%
8.4.7 Identify the various types of sales personnel and their functions.	69.81%	71.63%	69.08%	73.14%
8.4.8 Analyze customer's rational and emotional buying motives and decisions.	95.60%	94.88%	92.76%	95.43%
8.4.9 Analyze various products to identify the features and benefits of each.	73.90%	77.67%	73.36%	77.43%
CONTENT STANDARD 9.0: RETAIL MANAGEMENT	75.74%	81.66%	74.53%	76.90%
Performance Standard 9.1 Retailing Support Activities	75.74%	81.66%	74.53%	76.90%
9.1.1 Define cash, credit and debit card, and layaway sales transactions.	85.53%	87.91%	79.61%	79.43%
9.1.2 Define returns, exchanges, and allowances.	86.16%	87.67%	86.18%	86.00%
9.1.3 Describe the use of technology in the selling function.	39.62%	49.77%	51.32%	54.29%
9.1.5 Compute the sales tax on a sales invoice.	76.73%	79.53%	66.45%	73.71%
9.1.7 Demonstrate proper cash control procedures (balancing cash drawer, giving proper change to customers, and calculating discounts).	77.99%	89.53%	75.99%	79.43%
CONTENT STANDARD 10.0: MARKET RESEARCH	89.94%	86.51%	84.87%	85.14%
Performance Standard 10.1: Market Research Project	89.94%	86.51%	84.87%	85.14%
10.1.1 Identify the steps in the market research process.	89.94%	86.51%	84.87%	85.14%
CONTENT STANDARD 11.0: MARKET CHARACTERISTICS	77.67%	78.20%	74.84%	75.21%
Performance Standard 11.1 Marketing Segmentation	83.96%	83.72%	80.70%	80.67%
11.1.4 Identify a target market for a given product or service.	91.82%	93.02%	89.04%	90.48%
11.1.5 Explain why market segmentation is important to the achievement of market goals.	38.36%	31.16%	27.63%	27.43%
11.1.6 Explain the marketing strategies used to reach a given target market.	94.97%	96.05%	94.74%	92.57%
Performance Standard 11.2: Market Positioning	58.81%	61.63%	57.24%	58.86%
11.2.1 Explain how the characteristics of a given product or service contribute to a company's competitive advantage.	58.81%	61.63%	57.24%	58.86%
CONTENT STANDARD 12.0: MARKETING PLANS	82.18%	82.95%	79.61%	83.43%
Performance Standard 12.1 Components of Marketing Plans	82.18%	82.95%	79.61%	83.43%

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12.1.1 Explain why market planning is essential for organization and product success.	91.82%	89.77%	85.26%	92.00%
12.1.2 Identify the steps involved in the development of a marketing plan.	74.84%	73.49%	71.71%	77.71%
12.1.4 Differentiate between strategic and short term tactical planning.	79.87%	85.58%	81.58%	80.57%
1CONTENT STANDARD 13.0: E MARKETING	67.92%	74.88%	65.79%	67.14%
Performance Standard 13.1: Concepts, Strategies, Language and Systems to Convey Ideas and Information	67.92%	74.88%	65.79%	67.14%
13.1.4 Discuss how technology changes customer behaviors.	69.81%	77.67%	62.50%	68.57%
13.1.5 Explain how digital media and multimedia are used in marketing strategies.	66.04%	72.09%	69.08%	65.71%
1CONTENT STANDARD 14.0: FINANCING AND FINANCIAL ANALYSIS	66.88%	69.28%	66.60%	68.30%
Performance Standard 14.1: Nature And Scope of Financing	60.03%	60.98%	61.04%	61.59%
14.1.4 Explain the advantages and disadvantages of the use of bank and/or store cards for business transactions.	53.46%	64.19%	54.61%	68.00%
14.1.5 Explain loan evaluation criteria used by lending institutions.	70.65%	73.18%	69.08%	71.81%
14.1.6 Complete business or personal loan application package.	94.97%	95.35%	93.42%	91.43%
14.1.7 Complete a personal budget and set financial goals.	46.12%	43.72%	48.25%	43.43%
14.1.8 Explain the legal considerations for credit use.	41.51%	38.60%	49.34%	49.14%
Performance Standard 14.2: Financial Resources	72.01%	75.50%	70.78%	73.33%
14.2.1 Explain the time value of money.	29.56%	38.60%	40.79%	40.00%
14.2.2 Project the total cash needed to start a business.	75.47%	76.05%	72.04%	76.86%
14.2.4 Recommend records needed for the daily operation of a planned business.	76.10%	78.60%	72.04%	76.86%
14.2.5 Prepare pro forma financial statements for a planned business.	79.25%	85.58%	77.63%	77.14%
14.2.7 Determine the financial condition of a business based on its financial records.	83.65%	86.98%	86.18%	93.71%
14.2.8 Identify potential threats and opportunities to protect a business financial well being.	67.71%	74.11%	66.45%	67.81%
14.2.9 Estimate project costs and return on marketing investment (ROMI).	82.70%	81.63%	78.62%	79.14%