



# 2022-2023 Technical Skills Assessment Marketing

## Results by Standard

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

Assessment: Marketing	% Correct	% Correct	% Correct
Number tested: 223	20-21	21-22	22-23
<b>CONTENT STANDARD 1.0: BUSINESS FUNDAMENTALS</b>	90.79%	93.14%	85.27%
<b>Performance Standard 1.1: Fundamental Business Concepts</b>	90.79%	93.14%	85.27%
1.1.3 Explain the diverse set of activities involved in marketing.	90.79%	93.14%	85.27%
<b>CONTENT STANDARD 2.0: ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS</b>	78.82%	81.37%	77.59%
<b>Performance Standard 2.1: Fundamental Economic Concepts</b>	83.22%	83.86%	80.69%
2.1.5 Explain the principles of supply, demand, and equilibrium.	77.63%	80.00%	75.89%
2.1.6 Compare and contrast the relationship between scarcity, trade and production.	86.18%	92.00%	86.16%
2.1.7 Explain how quantity demand, quantity supply, and elasticity affect price.	82.24%	76.57%	73.21%
2.1.8 Describe economic concepts that relate to and affect marketing decisions.	86.84%	86.86%	87.50%
<b>Performance Standard 2.2: Fundamental Economic Systems</b>	76.64%	80.86%	76.79%
2.2.2 Explain the concept of private enterprise.	41.45%	53.71%	49.55%
2.2.3 Explain the nature of competition.	88.38%	89.90%	85.86%
<b>Performance Standard 2.3: Basic Economic Indicators/Trends</b>	85.53%	85.14%	83.48%
2.3.1 Explain the concept of productivity.	85.53%	85.14%	83.48%
<b>Performance Standard 2.4: International Marketing and Trade</b>	63.16%	69.71%	62.50%
2.4.1 Explain the nature of international marketing and trade.	63.16%	69.71%	62.50%
<b>CONTENT STANDARD 3.0: ETHICS IN MARKETING</b>	76.81%	77.00%	72.32%
<b>Performance Standard 3.1: Code of Ethics</b>	76.81%	77.00%	72.32%
3.1.2 Explain the importance of trust for the successful conduct of business.	74.01%	75.71%	69.20%
3.1.3 Differentiate between ethics and government relations.	73.68%	68.00%	68.75%
3.1.7 Illustrate how unethical behavior can lead to fraudulent behavior.	85.53%	88.57%	82.14%
<b>CONTENT STANDARD 4.0: EXTERNAL FACTORS TO BUSINESS</b>	65.02%	69.43%	63.99%
<b>Performance Standard 4.1: External Factors that Impact Business</b>	65.02%	69.43%	63.99%

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4.1.2 Describe how the economy influences marketing decisions.	62.83%	62.57%	51.79%
4.1.3 Recognize how the environment influences marketing decisions.	59.87%	72.00%	62.95%
4.1.7 Evaluate how competition influences marketing decisions.	72.37%	73.71%	77.23%
<b>CONTENT STANDARD 5.0: PRODUCT/SERVICE MANAGEMENT</b>	56.32%	56.00%	53.30%
<b>Performance Standard 5.1: Product Life Cycle</b>	29.61%	14.86%	18.30%
5.1.2 List the stages of the product life cycle and identify the stage in which a product is located.	29.61%	14.86%	18.30%
<b>Performance Standard 5.2: Product Packaging and Branding</b>	65.35%	70.67%	62.05%
5.2.3 Identify the qualities of effective branding.	67.43%	74.57%	63.62%
5.2.4 Differentiate between brand name and generic products.	61.18%	62.86%	58.93%
<b>Performance Standard 5.3: Product Mix and Extensions</b>	55.92%	53.14%	62.05%
5.3.3 Explain the advantages and disadvantages of product line diversification (i.e., extending product lines and adding new ones).	55.92%	53.14%	62.05%
<b>CONTENT STANDARD 6.0: PRICING</b>	78.62%	81.71%	77.23%
<b>Performance Standard 6.1: Roles of Pricing and Pricing Strategies</b>	78.62%	81.71%	77.23%
6.1.1 Identify the various objectives of pricing.	63.82%	67.43%	62.50%
6.1.2 Identify the factors that will influence product price.	80.26%	86.86%	80.36%
6.1.6 Calculate a break even point using cost and price information.	91.45%	92.57%	91.52%
6.1.7 Explain the relationship between price and perceived quality.	78.95%	80.00%	74.55%
<b>CONTENT STANDARD 7.0: PLACE/DISTRIBUTION</b>	70.79%	70.86%	65.54%
<b>Performance Standard 7.1: Distribution Processes and Plans</b>	70.79%	70.86%	65.54%
7.1.1 Explain how channel management related to other marketing activities.	74.34%	66.86%	64.73%
7.1.4 Describe how distribution channels are selected.	80.26%	83.43%	78.57%
7.1.7 Assess inventory control methods in order to minimize costs and meet customer demand.	90.13%	81.14%	84.82%
7.1.8 Identify sources of inventory loss and describe how to minimize shrinkage.	54.61%	61.43%	49.78%
<b>CONTENT STANDARD 8.0: PROMOTIONAL MIX</b>	73.34%	74.88%	72.03%
<b>Performance Standard 8.1: Advertising</b>	83.16%	82.97%	79.11%
8.1.1 Identify the various mediums available for advertising.	89.14%	88.57%	83.93%
8.1.2 Demonstrate the basics of the design process in graphics.	97.37%	97.14%	92.86%
8.1.3 Describe the elements of an effective advertisement.	74.34%	73.71%	63.39%
8.1.4 Identify the factors that determine media selection.	65.79%	66.86%	71.43%
<b>Performance Standard 8.2: Sales Promotion</b>	63.60%	65.71%	64.36%
8.2.1 Choose appropriate sales promotion tools for a particular product or service.	54.82%	57.14%	58.48%
8.2.2 Compare and contrast the alternative forms of sales promotion.	60.53%	64.00%	57.14%

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8.2.3 Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising.	78.29%	79.43%	76.79%
<b>Performance Standard 8.3: Public Relations</b>	60.20%	57.71%	60.49%
8.3.1 Identify the various forms of public relations activities used by marketers.	63.16%	60.00%	62.05%
8.3.2 Critique public relations activities being used by marketers.	57.24%	55.43%	58.93%
<b>Performance Standard 8.4: Personal Sales</b>	76.91%	79.77%	75.40%
8.4.1 Explain the importance of personal selling in a company's operation.	73.68%	81.14%	73.21%
8.4.2 Demonstrate the steps involved in the selling process.	84.87%	82.86%	78.35%
8.4.3 Describe the qualities necessary for success as a sales manager.	80.92%	82.86%	83.93%
8.4.4 Identify the roles played by people involved in the purchase or use of the product (i.e. buyer, influencer, user).	62.50%	63.43%	61.16%
8.4.7 Identify the various types of sales personnel and their functions.	69.08%	73.14%	62.50%
8.4.8 Analyze customer's rational and emotional buying motives and decisions.	92.76%	95.43%	91.07%
8.4.9 Analyze various products to identify the features and benefits of each.	73.36%	77.43%	76.12%
<b>CONTENT STANDARD 9.0: RETAIL MANAGEMENT</b>	74.53%	76.90%	73.21%
<b>Performance Standard 9.1 Retailing Support Activities</b>	74.53%	76.90%	73.21%
9.1.1 Define cash, credit and debit card, and layaway sales transactions.	79.61%	79.43%	74.11%
9.1.2 Define returns, exchanges, and allowances.	86.18%	86.00%	81.03%
9.1.3 Describe the use of technology in the selling function.	51.32%	54.29%	58.93%
9.1.5 Compute the sales tax on a sales invoice.	66.45%	73.71%	70.54%
9.1.7 Demonstrate proper cash control procedures (balancing cash drawer, giving proper change to customers, and calculating discounts).	75.99%	79.43%	73.44%
<b>CONTENT STANDARD 10.0: MARKET RESEARCH</b>	84.87%	85.14%	80.36%
<b>Performance Standard 10.1: Market Research Project</b>	84.87%	85.14%	80.36%
10.1.1 Identify the steps in the market research process.	84.87%	85.14%	80.36%
<b>CONTENT STANDARD 11.0: MARKET CHARACTERISTICS</b>	74.84%	75.21%	74.78%
<b>Performance Standard 11.1 Marketing Segmentation</b>	80.70%	80.67%	79.46%
11.1.4 Identify a target market for a given product or service.	89.04%	90.48%	86.46%
11.1.5 Explain why market segmentation is important to the achievement of market goals.	27.63%	27.43%	40.63%
11.1.6 Explain the marketing strategies used to reach a given target market.	94.74%	92.57%	88.39%
<b>Performance Standard 11.2: Market Positioning</b>	57.24%	58.86%	60.71%

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11.2.1 Explain how the characteristics of a given product or service contribute to a company's competitive advantage.	57.24%	58.86%	60.71%
<b>1CONTENT STANDARD 12.0: MARKETING PLANS</b>	79.61%	83.43%	75.00%
<b>Performance Standard 12.1 Components of Marketing Plans</b>	79.61%	83.43%	75.00%
12.1.1 Explain why market planning is essential for organization and product success.	85.26%	92.00%	83.48%
12.1.2 Identify the steps involved in the development of a marketing plan.	71.71%	77.71%	66.07%
12.1.4 Differentiate between strategic and short term tactical planning.	81.58%	80.57%	75.45%
<b>1CONTENT STANDARD 13.0: E MARKETING</b>	65.79%	67.14%	66.96%
<b>Performance Standard 13.1: Concepts, Strategies, Language and Systems to Convey Ideas and Information</b>	65.79%	67.14%	66.96%
13.1.4 Discuss how technology changes customer behaviors.	62.50%	68.57%	68.30%
13.1.5 Explain how digital media and multimedia are used in marketing strategies.	69.08%	65.71%	65.63%
<b>1CONTENT STANDARD 14.0: FINANCING AND FINANCIAL ANALYSIS</b>	66.60%	68.30%	67.43%
<b>Performance Standard 14.1: Nature And Scope of Financing</b>	61.04%	61.59%	59.62%
14.1.4 Explain the advantages and disadvantages of the use of bank and/or store cards for business transactions.	54.61%	68.00%	54.02%
14.1.5 Explain loan evaluation criteria used by lending institutions.	69.08%	71.81%	72.32%
14.1.6 Complete business or personal loan application package.	93.42%	91.43%	89.73%
14.1.7 Complete a personal budget and set financial goals.	48.25%	43.43%	43.60%
14.1.8 Explain the legal considerations for credit use.	49.34%	49.14%	45.09%
<b>Performance Standard 14.2: Financial Resources</b>	70.78%	73.33%	73.29%
14.2.1 Explain the time value of money.	40.79%	40.00%	41.52%
14.2.2 Project the total cash needed to start a business.	72.04%	76.86%	79.46%
14.2.4 Recommend records needed for the daily operation of a planned business.	72.04%	76.86%	79.69%
14.2.5 Prepare pro forma financial statements for a planned business.	77.63%	77.14%	77.68%
14.2.7 Determine the financial condition of a business based on its financial records.	86.18%	93.71%	83.93%
14.2.8 Identify potential threats and opportunities to protect a business financial well being.	66.45%	67.81%	68.60%
14.2.9 Estimate project costs and return on marketing investment (ROMI).	78.62%	79.14%	76.12%