



Marketing

Criticality Survey 2025

CONTENT STANDARD 1.0: PROFESSIONAL ORGANIZATIONS AND LEADERSHIP

Performance Standard 1.1: Effective Leadership and Participation in Career Technical Student Organizations (CTSO) and Professional Associations

1.1.1	Explore the role of professional organizations and/or associations in the Marketing repair industry.	1.50
1.1.2	Define the value, role, and opportunities provided through career technical student organizations.	1.50
1.1.3	Engage in career exploration and leadership development.	1.39

CONTENT STANDARD 2.0: BUSINESS FUNDAMENTALS

Performance Standard 2.1: Fundamental Business Concepts

2.1.1	Describe the marketing concept.	2.54
2.1.2	Describe the impact of marketing on the consumer.	2.64
2.1.3	Describe activities involved in marketing.	2.57
2.1.4	Compare marketing strategies for products, services, ideas, and persons.	2.36

CONTENT STANDARD 3.0: ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS

Performance Standard 3.1: Fundamental Economic Concepts

3.1.1	Compare goods and services.	2.08
3.1.2	Describe the concept of economic resources.	1.73
3.1.3	Describe microeconomics, macroeconomics, and personal finance.	1.50
3.1.4	Define the forms of economic utility.	1.54
3.1.5	Describe the principles of supply, demand, and equilibrium.	1.77
3.1.6	Compare scarcity, trade, and production.	1.58
3.1.7	Describe how quantity demand, quantity supply, and elasticity affect price.	1.81
3.1.8	Describe economic situations that affect marketing decisions.	2.15

Performance Standard 3.2: Fundamental Economic Systems

3.2.1	Describe the types of economic systems.	1.35
3.2.2	Describe the concept of private enterprise.	1.69
3.2.3	Describe how competition benefits the consumer.	2.19
3.2.4	Describe the role of government in market and command economies.	1.77

Performance Standard 3.3: Basic Economic Indicators/Trends

3.3.1	Describe the concept of productivity.	1.88
3.3.2	Describe current global economic events that influence marketing decisions.	1.92
3.3.3	Identify the importance of unemployment, inflation, and gross domestic product (GDP) as economic indicators.	1.58

3.3.4	Describe the impact of economic cycles on business activities.	1.73
3.3.5	Describe the economic impact of interest rate fluctuations.	1.46
Performance Standard 3.4: International Marketing and Trade		
3.4.1	Describe the benefits and drawbacks of international marketing and trade.	1.96
3.4.2	Identify cultural and social environments that affect marketing and trade.	1.50
3.4.3	Evaluate factors that influence a nation's ability to trade.	1.38
3.4.4	Describe the purpose of the major trade alliances between countries.	1.42
3.4.5	Describe how scarcity and surplus influence trade between two or more countries.	1.38
CONTENT STANDARD 4.0: ETHICS IN BUSINESS		
Performance Standard 4.1: Code of Ethics		
4.1.1	Describe how culture influences business ethics.	2.12
4.1.2	Describe how ethics affects the successful conduct of business.	2.23
4.1.3	Describe the consequences of unethical business practices.	2.50
4.1.4	Identify the effects of ethics on marketing and product development.	2.23
4.1.5	Describe the roles of patents, copyrights, and trademarks.	2.19
4.1.6	Define fraud.	2.35
4.1.7	Describe how artificial intelligence (AI) can affect business ethics.	1.96
CONTENT STANDARD 5.0: EXTERNAL FACTORS TO MARKETING		
Performance Standard 5.1: External Factors that Impact Marketing		
5.1.1	Describe how government regulations can influence marketing decisions.	1.96
5.1.2	Describe how concerns for the economy can influence marketing decisions.	1.85
5.1.3	Describe how concerns for the environment can influence marketing decisions.	1.69
5.1.4	Describe how special interest groups can influence marketing decisions.	1.69
5.1.5	Describe how culture can influence marketing decisions.	1.96
5.1.6	Describe how technology can influence marketing decisions.	2.38
5.1.7	Describe how competition can influence marketing decisions.	2.27
CONTENT STANDARD 6.0: PRODUCT/SERVICE MANAGEMENT		
Performance Standard 6.1: Product Life Cycle		
6.1.1	Describe how new products and services are conceived, developed, and market tested.	1.88
6.1.2	Identify the stages of the product life cycle.	2.12
6.1.3	Describe how life cycle stages impact marketing strategies.	2.15
Performance Standard 6.2: Product Packaging and Branding		
6.2.1	Identify the common elements and functions of product packaging.	1.76
6.2.2	Describe the importance of packaging in marketing.	2.00
6.2.3	Identify the qualities of effective branding.	2.72
6.2.4	Compare national, private label, generic brands, and product packaging.	1.68
6.2.5	Describe the importance of branding in marketing strategies.	2.64
Performance Standard 6.3: Product Mix and Extensions		
6.3.1	Define product mix.	1.80
6.3.2	Describe how product mix affects marketing decisions.	1.88

6.3.3	Describe the advantages and disadvantages of product line diversification (i.e., extending product lines, adding new product lines).	1.80
6.3.4	Describe the role of cannibalization in product mix and extensions.	1.64
6.3.5	Define industrial product categories and consumer product categories.	1.64
6.3.6	Describe the need for comprehensive marketing of the extended product (e.g., warranty, service contract, and returns).	1.52
CONTENT STANDARD 7.0: PRICING		
Performance Standard 7.1: Roles of Pricing and Pricing Strategies		
7.1.1	Identify the objectives (e.g., market share, profit margin) of pricing.	2.24
7.1.2	Identify the factors that will influence product price (e.g., production cost, value perception, competition).	2.16
7.1.3	Identify various pricing policies (e.g., volume driven, wholesale, retail, regulations).	1.68
7.1.4	Describe the use of break even analysis to determine price.	1.96
7.1.5	Calculate to set a product price, using a variety of methods.	1.76
7.1.6	Calculate a break even point, using cost and price information.	1.80
7.1.7	Describe the relationship between price and perceived quality.	1.96
7.1.8	Describe how economies of scale affect pricing strategy.	1.96
CONTENT STANDARD 8.0: PLACE AND DISTRIBUTION		
Performance Standard 8.1: Distribution Processes and Plans		
8.1.1	Describe the role of distribution.	1.64
8.1.2	Identify supply chain entities (e.g., producer, wholesaler, transportation, retailer, consumer).	1.72
8.1.3	Describe direct and indirect distribution strategies.	1.76
8.1.4	Compare the advantages and disadvantages of perpetual and physical inventory systems.	1.32
8.1.5	Identify sources of inventory loss (e.g., theft, shoplifting, pilferage, spoilage, obsolescence, damage).	1.56
8.1.6	Describe how companies minimize shrinkage.	1.48
CONTENT STANDARD 9.0: PROMOTIONAL MIX		
Performance Standard 9.1: Advertising		
9.1.1	Identify the medium used to advertise (e.g., digital, print, broadcast).	2.84
9.1.2	Describe the importance of graphic design and copywriting in advertising.	2.76
9.1.3	Describe the factors (e.g., clear and concise message, unique positioning statement, hook, appeal) of an effective advertisement.	2.76
9.1.4	Identify the factors (e.g., audience, location) that determine the marketing medium selection.	2.68
9.1.5	Describe how research can be used in the advertising process (e.g., demographics, audience segmentation, data, user experience).	2.44
9.1.6	Describe how marketing media choices drive creative decisions.	2.44
9.1.7	Describe how technology (e.g., desktop, mobile, tablet, billboard) affects advertising strategy.	2.52
9.1.8	Identify the components of an advertising budget.	2.52
Performance Standard 9.2: Sales Promotion		

9.2.1	Choose appropriate sales promotion tools (e.g., display, print, digital, samples) for a product or service.	2.36
9.2.2	Compare forms of sales promotion (e.g., specials, discounts).	2.08
9.2.3	Identify the components of a sales promotion budget within a company's advertising budget.	2.16
9.2.4	Describe how marketers combine trade and consumer promotions.	1.76
9.2.5	Compare visual merchandising and displays.	1.84
9.2.6	Analyze the layout of a local department store in terms of ease of entry, traffic flow, display space, and customer convenience.	1.68
9.2.7	Create a themed display.	1.64
Performance Standard 9.3: Public Relations		
9.3.1	Identify forms of public relations activities (e.g., press releases, community events, philanthropy) used by marketers.	2.28
9.3.2	Analyze the effectiveness of public relations activities used by marketers.	2.12
9.3.3	Compare public relations activities (i.e., controllable) and publicity (i.e., uncontrollable).	1.92
9.3.4	Discuss ways in which companies can manage unfavorable publicity.	1.96
Performance Standard 9.4: Personal Sales		
9.4.1	Describe the importance of personal selling.	2.52
9.4.2	Identify the steps involved in the personal selling process.	1.72
9.4.3	Describe the characteristics of successful sales managers (e.g., personable, organized, knowledgeable).	1.68
9.4.4	Identify the roles played by consumers (e.g., buyer, influencer, user) and how these roles affect sales.	1.92
9.4.5	Evaluate sales approaches (e.g., order getting, order taking).	1.56
9.4.6	Describe how sales forecasting contributes to business success.	1.72
9.4.7	Identify the roles of sales personnel (e.g., openers, closers).	1.64
9.4.8	Compare rational buying, emotional buying, and brand loyalty.	1.88
9.4.9	Identify the benefits of product features in the sales process.	2.08
CONTENT STANDARD 10.0: RETAIL MANAGEMENT		
Performance Standard 10.1: Retailing Support Activities		
10.1.1	Compare cash, credit and debit card, and app sales transactions.	1.48
10.1.2	Define returns, exchanges, and allowances.	1.60
10.1.3	Describe the use of technology in retailing.	1.80
10.1.4	Create a sales invoice.	1.72
10.1.5	Calculate sales tax on a sales invoice.	1.68
10.1.6	Describe miscellaneous charges that may be part of a sale.	1.64
10.1.7	Demonstrate cash control procedures (e.g., balancing cash drawer, giving proper change to customers, calculating discounts).	1.76
CONTENT STANDARD 11.0: MARKET RESEARCH		
Performance Standard 11.1: Purpose and Forms of Market Research		
11.1.1	Identify the steps in the market research process.	2.12
11.1.2	Describe reasons for conducting market research.	2.20

11.1.3	Compare primary and secondary sources of data in marketing research.	1.76
11.1.4	Compare qualitative and quantitative research.	2.00
11.1.5	Describe data collection and sampling techniques.	1.88
CONTENT STANDARD 12.0: MARKET CHARACTERISTICS		
Performance Standard 12.1: Marketing Segmentation		
12.1.1	Compare the wholesale and retail markets.	1.52
12.1.2	Describe methods of market segmentation (e.g., demographics, psychographics, geographics).	2.16
12.1.3	Forecast the marketing potential of market segments.	1.84
12.1.4	Identify a target market for a given product or service.	2.28
12.1.5	Describe marketing strategies used to reach a given target market.	2.16
Performance Standard 12.2: Market Positioning		
12.2.1	Describe how a product or service can contribute to a company's competitive advantage.	1.92
12.2.2	Describe how manufacturing locations are selected.	1.20
12.2.3	Compare a domestic marketing plan and an international marketing plan for a given product or service.	1.44
12.2.4	Compare marketing plans between small and large businesses.	1.52
CONTENT STANDARD 13.0: MARKETING PLANS		
Performance Standard 13.1: Components of Marketing Plans		
13.1.1	Describe why market planning is essential for organization and product success.	2.12
13.1.2	Identify the steps involved in the development of a marketing plan.	2.40
13.1.3	Describe how the marketing plan addresses all elements of an organization's marketing activities.	2.32
13.1.4	Differentiate between strategic and short term, tactical planning.	2.12
13.1.5	Demonstrate the ability to develop a marketing plan.	2.64
CONTENT STANDARD 14.0: DIGITAL MARKETING		
Performance Standard 14.1: Concepts, Strategies, Language, and Systems to Convey Ideas and Information		
14.1.1	Define digital marketing.	2.48
14.1.2	Describe the benefits of digital marketing.	2.48
14.1.3	Compare digital marketing and traditional marketing.	2.36
14.1.4	Describe how technology can influence customer behaviors.	2.36
14.1.5	Describe how digital media and multimedia are used to execute marketing strategies.	2.36
14.1.6	Identify effective elements of digital marketing.	2.44
14.1.7	Identify legal and ethical considerations in digital media.	2.40
14.1.8	Define key terms and concepts related to digital marketing (e.g., search, paid marketing, advertising, social media).	2.68
Performance Standard 14.2: Search Engine Marketing (SEM)		
14.2.1	Define search engine marketing (SEM).	2.16
14.2.2	Describe how search engines function (e.g., crawling, indexing, ranking).	1.92

14.2.3	Describe trends in keyword optimization.	1.92
14.2.4	Identify keywords for optimization.	2.04
14.2.5	Create metatags based on keyword research.	1.84
CONTENT STANDARD 15.0: FINANCING AND FINANCIAL ANALYSIS		
Performance Standard 15.1: Nature And Scope of Financing		
15.1.1	Develop a marketing campaign budget.	2.32
15.1.2	Describe the need for banking relations.	1.20
15.1.3	Identify the advantages and risks associated with obtaining business credit.	1.40
15.1.4	Describe the advantages and disadvantages of using bank or store cards for business transactions.	1.36
15.1.5	Describe the legal considerations for obtaining and using credit.	1.40
15.1.6	Describe loan evaluation criteria used by lending institutions.	1.36
15.1.7	Complete a business or personal loan application package.	1.24
15.1.8	Develop a personal budget and set financial goals.	1.68
Performance Standard 15.2: Financial Resources		
15.2.1	Describe the time value of money.	1.56
15.2.2	Estimate the total cash needed to start a business.	1.52
15.2.3	Compare marginal costs and sunk costs.	1.36
15.2.4	Identify records needed for the daily operation of a business.	1.60
15.2.5	Prepare pro forma financial statements for a business.	1.40
15.2.6	Describe the role of financial ratios in decision making.	1.44
15.2.7	Determine the financial condition of a business, based on its financial records.	1.48
15.2.8	Identify potential business threats and opportunities.	1.68
15.2.9	Estimate project costs and return on marketing investment (ROMI).	2.00
15.2.10	Describe the financial implications of product cannibalization.	1.28